AUGUST 9, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

we take you now to TAMAQUA

FOR WEEKS our What's-the-Square-Root-of-the-Root Department has been studying papers. Newspapers — not just things to write on.

It notes that 191 papers now list WOR programs DAILY, compared with the once-good total of about 130 papers back in 1939. And it adds that 89 of these 191 papers are OUTSIDE the area in which WOR guarantees to spread your message profitably for cash!

This gives you the general idea.

It also gives you 89 proofs that people listen DAILY to WOR in 71 cities, in 11 states, that we don't even say we'll sell you. States like Virginia, Maine and Vermont — with Canada to boot. If the people in these places didn't listen to WOR, you can bet whatever the taxes leave you that the editors of their papers wouldn't be scissoring their columns to make room for WOR programs.

Our advertising people (ever on the lookout for a loose nickel) would like to find some way of charging extra for this extra. We won't let them. We'll just go on keeping the excitement up near the top of the tube, and listeners will keep on asking their editors to make sure to let them know what's on WOR — daily, in Tamaqua — which, if you're interested, is in Pennsylvania.

WOR

—that power-full station at 1440 Broadway, in New York

MUTUAL

WEATHER IS NEEDED NEWS ON THE MIDWEST FARM...

the Midwest depends on WLS

for weather news—

WLS FORECAST SAVES THE HAY...

On Saturday, the WLS weather man forecast rain for the coming Tuesday. Monday, Lewis De Graff of Ogle County, Illinois, called to say it was clear weather, so he and his neighbors planned to put up hay Tuesday. The WLS forecaster repeated his prediction of rain... the farmers did *not* put up their hay... and it *did* rain. They called to express their gratitude for this very real service.

HIS HAY IS ALL UP...

This postcard received at WLS tells its own story:

July 5, 1946

Dear Sirs:

We do all of our own farm work. By listening to Harry Geise's WLS weather predictions last week, we got our hay all up. It looked like rain, but he said not, so we took a chance and got it up in fine condition. Hope he keeps the good advice up to us farmers. Yours,

J. C. Bratcher
Clay Co., Ind.

A COMPLETE WEATHER SERVICE

In addition to a daily 5-minutes direct from the government weather bureau, WLS employs its own staff weather man—gives the country's only 7-day forecast every Saturday evening—localizes its reports by areas over the four states—gives temperature and humidity between all programs—covers the weather *thoroughly* from the standpoint of the people who depend on us for this complete weather service.

CITY LISTENERS, too, appreciate WLS weather information . . . for gardening or golfing, painting or picnicking. Here is a service for everybody's needs.

A Clear Channel Station

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

Starlit Stars

Once more, WPEN was privileged to bring Philadelphians the summer concerts from Robin Hood Dell. Stars of opera, musical comedy and radio sang under the stars in this famous outdoor music hall. The world's noted conductors led the orchestra. Robin Hood Dell is a Philadelphia institution.

Philadelphians who could not get seats at the Dell turned naturally to WPEN to hear the music over the air. They know WPEN broadcasts the best in music.

These programs were typical of the way WPEN identifies itself with the interests of listeners in the Philadelphia area. Its programs are styled especially for their tastes. That's why listening to WPEN is getting to be a Philadelphia habit. And why advertisers are finding WPEN an economical way to reach listeners in America's third largest market.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

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BROADCASTING... at deadline

Closed Circuit

ORDER CHANGETH again at FCC. With OPA in throes of decontrol, speculation arises anew about plans of Paul A. Porter, who left FCC chairmanship last February to troubleshoot OPA at President Truman's behest. When efficient Charles R. Denny Jr. was appointed acting chairman, it was with view to Mr. Porter's return. Though his closest associates don't know his mind, there's basis for view that by Labor Day, or in any event by turn of year, Mr. Porter will resume FCC chairmanship, with Mr. Denny reverting to commissionership.

FRANK AND ANN HUMMERT, kingpins in program production and writing, are completing plans to form new company specializing in both live and transcribed packaged programs. Grapevine has it that Ed Kirby, head of his own public relations firm, former NAB public relations director and Army radio chief, will head up new company while continuing his public relations office.

EVEN IF FCC gives advisory opinion approving proposed new format of *Pot O' Gold* program as acceptable under lottery provision of law, account may find itself in anomalous position. Proprietary Association Code bans use of premiums in sale of medicine as beneath dignity of proprietary field. If not adjudged technical violation, money giveaway format probably would be regarded as violation in spirit, according to informed sources.

CONTRACT FOR sale of WORL Boston by Harold A. LaFount and Sanford H. and George Cohen, New York attorneys, for $200,000 plus value of quick assets and receivables not to exceed an additional $100,000, closed and this week will be submitted for FCC approval. Purchasers are Lawrence S. Bitner, who on Sept. 1 resigns as vice president of Filene's in Boston, and Dominic J. Perri, vice president and treasurer of American Guaranty Corp. of Boston. Each would hold 50%. Mr. LaFount, former member of Federal Radio Commission, is general manager of Arde Bulova stations.

THERE'S LARGE investment firm in Cleveland eager to enter network broadcasting field—and probably would have done so at time of Associated Broadcasting System collapse if right man could have been found to head up organization. Understood firm has $50,000 annual stipend earmarked for that "right man."

DON BELL, Mutual correspondent just returned from the Pacific [BROADCASTING, Aug. 12], slated for assignment at WOL, Washington MBS outlet.

SOUNDS OF DISCONTENT among some independent FM operators who feel NAB is giving new system "brushoff" in Convention

(*Continued on page 102*)

Upcoming

Aug. 20: NAB Radio News Clinic, Onesto Hotel, Canton, Ohio.

Aug. 23-25: AFRA National Convention, Hollywood.

Sept. 9-10: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

(Other upcomings on page 50)

HEARING SCHEDULE

HEARING schedule for September, October and November announced Friday by FCC, covering all broadcast applications set for hearing prior to Aug. 1. Hearings start Sept. 4. List is compiled by docket numbers. Alphabetical list is promised in few days and will be published in Aug. 26 BROADCASTING if available.

Bulletins

ONLY about one-third of 167 members of Cooperative Analysis of Broadcasting voted by Friday on board proposal to "discontinue administrative operations," despite board's urgent request all ballots be returned by Aug. 15. Matter said mere formality, however, with votes to date ratifying board's action. CAB program rating service discontinued July 31.

EFFORT of Missionary Society of St. Paul the Apostle, New York, to obtain facilities of WNEW New York formally abandoned Friday when FCC granted society's motion to dismiss without prejudice its 1130 kc 10 kw application [BROADCASTING, Aug. 12]. FCC dismissed petition of Howard Hughes to postpone taking of his testimony in Los Angeles application of Hughes Tool Co. on ground that testimony will not be needed.

ADVISORY COUNCIL NAMED

MRS. ELEANOR ROOSEVELT, NAB President Justin Miller and General Foods President Charles Mortimer head membership of new Advisory Council named by Radio Executives Club of New York. Robert D. Swezey, MBS vice president and general manager, is club president. Membership of council also includes four network presidents and representatives of independent stations and other industry groups.

Idea of council is to give club board of experts with fresh perspective, Mr. Swezey said. He announced makeup of several committees. Season opens Sept. 19 with business session. Regular meetings start Oct. 3, to be held first and third Thursdays of each month at Hotel Roosevelt, 12:15 p.m.

Business Briefly

FITCH PLAN ● F. W. Fitch Co., Des Moine through L. W. Ramsey Agency, Davenpor Ia., announced discontinuance Sept. 10 of V *and Sade*, MBS, Thursdays, 7:30-8 p.m., CD to concentrate majority of budget on ne Alice Faye-Phil Harris show, starting Sep 29, NBC, 6:30-7 p.m., CDT.

GRID SPONSOR ● Atlantic Refining C again to sponsor Ohio State U. football th fall on WTAM Cleveland, with Tom Mannin doing play-by-play. Agency, N. W. Ayer Son, Philadelphia.

TWO ON WBT ● American Ace Coffee C and Fleming and Sons, Dallas, Tenn. (Wa rite), to take 15-minute segment of *Caroli Hayride and Hit Parade* on WBT Charlott N. C. Both start Aug. 31.

BANK SPONSORS MUSIC ● Security Fir National Bank, Los Angeles, today (Aug. 1 starts five weekly *Security Symphonia* KMPC Hollywood. Contract for 52 week Agency, Foote, Cone & Belding, Los Angeles

BORDEN TELEVISION ● Borden Co., Ne York, signed 13-week contract with WNB New York, NBC television outlet, for *I Lo to Eat* Fridays, 9 p.m. Borden to advertise products on show, which features Jam Beard. Agency, Young & Rubicam, N. Y.

MR. DISTRICT ATTORNEY RETAINS HOOPER LEAD

MAINTAINING its position as top summe time audience puller of 1946, *Mr. District At torney* first week in August rang up Hoope ating of 10.8, according to Aug. 15 report network programs issued by C. E. Hooper In *Suspense* was second with rating of 10.3; Ja Haley third with 9.8. Other nighttime leade were:

Crime Doctor 9.3, *Your Hit Parade* 9 *Screen Guild Players* 8.8, *Man Called X* 8 *Big Town* 8.3, *Kay Kyser* (10:30-11 p.m.) 8 *Dr. I. Q.* 8.2, *Dr. Christian* 8.0, *Evening Wi Romberg* 8.0, *Aldrich Family* 7.9, *Jergens Summer Edition* 7.8, *Blondie* 7.7, *We The Peop* 7.7, *Take It or Leave It* 7.7.

Average evening sets in use for week we 18.2, up 0.4 from mid-July, down 0.9 from ye ago. Average evening rating was 5.4, up from last report, down 0.3 from year ag Average available audience was 78.1, up from last report, up 0.5 from year ago. To sponsored hour index was 53½, unchang since last report, compared with 66 year ag

Top 10 daytime programs, according Hooper report were: *When a Girl Marries*, 6 *Portia Faces Life* 6.4, *Young Widder Bro* 6.3, *Stella Dallas* 6, *Ma Perkins* (CBS) 5 *Betty Crocker*, 5.8, *Lorenzo Jones* 5.4, *Pepp Young's Family* 5.4, *Breakfast in Hollyw* (P&G) 5.4, *Right to Happiness* 5.4, *Roma of Helen Trent*, 5.4, *Woman in White*, 5.4

SUPPLEMENT
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING
AUGUST 19, 1946

FCC ANNOUNCES STATUS AND ORDER OF PROCESSING IN PENDING AM APPLICATIONS

DETAILED LIST showing status of all AM applications for new or changed facilities and incorporating new "processing line" machinery to speed handling of applications released by FCC late Friday.

List covers 859 applications—new peak for FCC—but excludes those for transfer or assignment, antenna or transmitter site changes, and "other matters which are ordinarily acted on by the Administrative Board." Compiled as of close of business Aug. 13 (last Tuesday), list carries applications in order in which they will be processed (based on order in which filed).

Processing-line procedure, described as more a systematizing of present policy than deviation from existing methods, puts emphasis on consideration of applications in order received and, as a result, more time-saving correlation of work by various FCC departments.

Deviation

One deviation is that henceforth petitions for amendment, removal from hearing docket and grant will be entertained only insofar as amendment and removal from hearing are concerned. If these are approved, application will go back to its proper place in line to wait its turn for action.

Five "processing lines" shown by FCC. With approximate number of applications in each as of Aug. 13, they are:

I. Simple new station applications such as those for 250-w local stations, daytime-only outlets (134).

II. Applications involving more complex engineering questions, such as those involving regional or clear channels, and directional antennas (130).

STATEMENT BY DENNY

THE FCC is constantly aware of the problems which beset applicants for radio stations. Not least among these, we know, is uncertainty about the status of applications. In this new processing plan, we are undertaking further streamline Commission action. We are hopeful, as well, that the schedule on AM applications, printed here by BROADCASTING, will give applicants a clear picture of the order in which they are to be considered, and thus facilitate their efforts to plan for the future. In drafting a schedule as comprehensive as this, there are bound to be some errors. We think they have been kept at a minimum. But those which do turn up will be corrected. It is requested that applicants call any errors to the Commission's attention by letter addressed to the Secretary, Attention Processing Line, Federal Communications Commission, Washington 25, D. C.

CHARLES R. DENNY JR.
Acting Chairman
Federal Communications Commission
Aug. 16, 1946

III. Cases approved by engineering department and up for study by law and accounting departments (64).

IV. Cases in pending files, such as those on which processing cannot continue until requested additional information is received; also those involving conflict with announced policy (27).

V. Cases in hearing (about 504)

Applications obviously involving conflict with other applications will be sifted out and put into the hearing line when they reach the engineering department but will be kept in line for engineering processing unless conflict is obvious.

By listing order in which applications will be considered in their respective "lines," Commission said it hoped to reduce number of inquiries from applicants wanting to know status of their cases. Inquiries, FCC said, "have consumed much of the time . . . that could be better spent on the actual processing of applications." While such individual inquiries can not be entertained, FCC will undertake lists similar to Friday's "at appropriate intervals" and mail them to all applicants.

FCC emphasized importance of differentiating between Processing Lines I and II. Engineers working on Line II (more complex applications) need greater degree of training than those on Line I (simpler cases), and complicated cases requiring several weeks' work would delay processing of simpler ones if two classes were "mixed up."

Cases in Lines I and II may be lumped together for study, however, if they involve mutual conflicts and if time can be saved by studying them together.

"All engineering personnel available for this purpose under the Commission's appropriation is assigned to these two processing lines and everything is being done to see that the lines move as quickly as possible in the light of engineering personnel available," FCC declared.

It was noted that when case is put into particular "line," it is listed in proper order by file number: Oldest at front of line; newest, at back. "Thus," it was pointed out, "the file number strictly determines the order in which the staff's work is begun on a particular application."

But FCC cautioned that greater complexity of some applications, need for additional information, etc., may result in processing being completed after newer but simpler applications have been completed—that is, that in such cases place near the front of the line is not necessarily guarantee that application will be completely processed before less complicated applications which are farther back in line.

It was emphasized that production-line system will enable law and accounting departments to keep track of what comes next, so they will be writing reports on same applications being studied by engineering department.

In classes of hearing, Commission said efforts are made to hear oldest cases first "but some divergence is sometimes necessary in order to arrange schedules which minimize conflicts between attorneys and which group cases in particular geographical areas for hearing at approximately the same time so as to reduce the amount of travel . . . ."

FCC called attention to recent policy permitting applicants to waive hearings. In such cases, applications will be taken from hearing line and put into proper place in processing line. "If any such case involves conflicting applications," Commission said, "a decision will not be made prior to the time when the file number of the oldest of such conflicting applications is reached in the proper processing line."

Applications will hold place in line even if amended to change frequency and/or power or change request from fulltime to daytime operation. File Numbers will be changed in case of amendment only when amendment is so substantial it "really involves the substitution of a different application."

List and explanation of plan will be mailed to all applicants. If errors are detected, FCC asked they be brought to Commission's attention by letter to Secretary T. J. Slowie marked "attention Broadcast Processing Lines." Telephone calls regarding possible errors can not be handled.

List of AM applications released by the FCC follows:

PROCESSING LINE NO. 1

Under Examination by Engineering Department

Frequency, Call Letter, Location,	Docket No.	—File No.
730 —NEW—Birmingham, Ala.		B3-P-3671
1340—NEW—Atlanta, Ga.		B3-P-3825
1430—NEW—Houston, Tex.		B3-P-4182
910 —NEW—Quincy, Mass.	(D. 7448)—	B1-P-4466
1490—NEW—Chillicothe, Ohio	(D. 7415)—	B2-P-4512
680 —NEW—Clearwater, Fla.		B3-P-4555
1400—NEW—Mayaguez, P. R.		B-P-4562
1340—NEW—Livingston, Mont.		B5-P-4565
780 —NEW—Memphis, Tenn.	(D. 7700)—	B3-P-4708
1450—NEW—Denver, Colo.	(D. 7662)—	B5-P-4834
1320—NEW—Clayton, Mo.		B4-P-4856
610 —NEW—Richfield, Utah		B5-P-4877
1050—NEW—Decatur, Ala.		B3-P-4890
1490—NEW—Caldwell, Ida.		B5-P-4900
1450—NEW—Moscow, Ida.		B5-P-4911
1080—NEW—Pittsburgh, Pa.		B2-P-4915
1230—NEW—Opelousas, La.		B3-P-4917
1450—NEW—Colorado Springs, Colo.		B5-P-4918
1490—NEW—Douglas, Ga.		B3-P-4922
1120—NEW—Bethesda, Md.		B1-P-4928
840 —NEW—Port Arthur, Tex.		B3-P-4929
900 —NEW—Miami, Okla.		B3-P-4930
1230—NEW—Rawlins, Wyo.		B5-P-4931
1240—NEW—Colorado Spring, Colo.		B5-P-4934
1230—NEW—Shelby, Mont.		B5-P-4935
1490—NEW—Texarkana, Ark.		B3-P-4938
1090—NEW—Effingham, Ill.		B4-P-4939
1240—NEW—DesMoines, Iowa		B4-P-4940
1400—NEW—Bennetsville, S. C.		B3-P-4943
1490—NEW—Pueblo, Colo.		B5-P-4945
1280—NEW—Alamogordo, N. M.		B5-P-4949
1190—NEW—Farmingham, Mass.		B1-P-4950
1230—NEW—Fayetteville, N. C.		B3-P-4951
1140—NEW—Mineral Wells, Tex.		B3-P-4952
1450—NEW—North Wilkesboro, N. C.		B3-P-4953
860 —NEW—Piqua, Ohio		B2-P-4954
1490—NEW—Princeton, W. Va.		B2-P-4955
Awaiting Engineering Study		
830—KWKW—Pasadena, Calif.	(D. 6737)—	B5-P-3710
1580—NEW—Peoria, Ill.	(D. 6920)—	B4-P-3911
1490—NEW—Pensacola, Fla.	(D. 6850)—	B3-P-4085
1580—NEW—Santa Monica, Calif.		B5-P-4236

(Continued on Page 4b)

AM Applications

(Continued from Page 4a)

Frequency, Call Letter, Location	Docket No.—File No.
1490—NEW—Austin, Tex.	B3-P-4355
830 —NEW—Kennett, Mo.	(D. 7701)—B4-P-4764
650 —NEW—Rochester, N. Y.	B1-P-4859
1230—NEW—Leesburg, Fla.	B3-P-4936
1090—NEW—Hempstead, N. Y.	B1-P-4958
1230—NEW—Barstow, Calif.	B5-P-4960
1240—NEW—Rawlins, Wyo.	B5-P-4961
860 —NEW—Oak Hill, W. Va.	B2-P-4962
710 —NEW—Rome, Ga.	B3-P-4963
1490—KNEL—Brady, Tex.	B3-ML-1232
1490—NEW—Fayetteville, N. C.	B3-P-4965
650 —NEW—Crewe, Va.	B2-P-4966
1400—NEW—San Angelo, Tex.	B2-P-4968
1590—NEW—Chester, Pa.	B2-P-4969
880 —NEW—Napa, Calif.	B3-P-4972
1490—NEW—Anniston, Ala.	B3-P-4973
990 —NEW—New Orleans, La.	B2-P-4974
1490—NEW—Tyler, Tex.	B3-P-4975
1190—NEW—Rome, Ga.	B3-P-4977
1490—NEW—Mesa, Ariz.	B5-P-4980
1490—NEW—San Diego, Calif.	B5-P-4981
1340—NEW—Monahans, Tex.	B3-P-4982
760 —NEW—Fort Worth, Tex.	B3-P-4983
1230—NEW—Del Rio, Tex.	B3-P-4984
1450—NEW—Las Cruces, N. M.	B5-P-4986
1240—NEW—Anchorage, Alaska	B -P-4989
1240—NEW—Bluefield, W. Va.	B2-P-4990
1400—NEW—Seguin, Tex.	B3-P-4991
1140—NEW—Oklahoma City, Okla.	B3-P-4992
1450—NEW—Deadwood, S. D.	B4-P-4994
860 —NEW—Anderson, S. C.	B3-P-4995
800 —NEW—Knoxville, Tenn.	B3-P-5000
1340—NEW—Glendale, Ariz.	B5-P-5003
1490—NEW—Littlefield, Tex.	B3-P-5004
1400—NEW—Jacksonville, Fla.	B3-P-5007
730 —NEW—Waterloo, Iowa	B4-P-5012
1120—NEW—Cleburne, Tex.	B3-P-5013
1340—NEW—Corvallis, Ore.	B5-P-5014
660 —NEW—Grosse Pointe, Mich.	B2-P-5015
1400—NEW—Austin, Minn.	B4-P-5024
1400—NEW—Bellinger, Tex.	B3-P-5025
1490—NEW—Burbank, Calif.	B5-P-5027
710 —NEW—Winston-Salem, N. C.	B3-P-5028
1240—NEW—Flagstaff, Ariz.	B5-P-5035
1240—NEW—Maysville, Ky.	B2-P-5036
1540—NEW—Galveston, Tex.	B3-P-5037
1340—NEW—Havre, Mont.	B5-P-5043
1490—NEW—Cathage, Mo.	B4-P-5044
1170—NEW—Providence, R. I.	B1-P-5046
1400—NEW—Arecibo, P. R.	B -P-5047
710 —NEW—Edinburg, Tex.	B3-P-5051
1450—NEW—Woodward, Okla.	B3-P-5053
1490—NEW—Yreka, Calif.	B5-P-5054
1420—NEW—Stockton, Calif.	B5-P-5059
730 —NEW—Athens, Ohio	B2-P-5061
1050—NEW—Alexander City, Ala.	B3-P-5062
1250—NEW—Wilmington, Dela.	B1-P-5063
1400—NEW—Lake Charles, La.	B3-P-5065
1430—NEW—Lansing, Mich.	B2-P-5066
720 —NEW—Richmond, Va.	B2-P-5067
1230—NEW—Laurinburg, N. C.	B3-P-5068
1510—NEW—Ontario, Calif.	B5-P-5069
1230—NEW—McMinnville, Tenn.	B3-P-5070
1490—NEW—Walterboro, S. Car.	B3-P-5075
1490—NEW—Fajardo, P. R.	B -P-5078
1520—NEW—Clinton, Ill.	B4-P-5081
1490—NEW—Morrisville, Pa.	B2-P-5082
820 —NEW—Evansville, Ind.	B4-P-5087
1490—NEW—Magnolia, Ark.	B3-P-5088
1560—NEW—Canton, Ill.	B4-P-5089
1490—NEW—Bradford, Pa.	B2-P-5091
1110—NEW—Providence, R. I.	B1-P-5092
1540—NEW—Los Angeles, Calif.	B5-P-5095
1260—NEW—New Haven, Conn.	B1-P-5096
1230—NEW—Johnstown, Pa.	B2-P-5097
1450—NEW—Abderdeen, Wash.	B5-P-5098
1400—NEW—Yakima, Wash.	B5-P-5099
1490—NEW—Dallas, Tex.	B3-P-5100
1510—NEW—Perth Amboy, N. J.	B1-P-5101
1400—NEW—Yuma, Ariz.	B5-P-5102
1340—NEW—West Palm Beach, Fla.	B3-P-5103
1290—NEW—West Palm Beach, Fla.	B3-P-5104
710 —NEW—San Pable Island, Calif.	B5-P-5106
1240—NEW—Liberty, N. Y.	B1-P-5107
1400—NEW—Hobart, Okla.	B3-P-5108
1340—NEW—Beaumont, Tex.	B3-P-5113
1400—NEW—Oneonta, N. Y.	B1-P-5114
1400—NEW—Yakima, Wash.	B5-P-5115
1400—NEW—Littleton, N. H.	B1-P-5116
900 —NEW—Lynn, Mass.	B1-P-5117
1030—NEW—Jacksonville Beach, Fla.	B3-P-5118
750 —NEW—Clarksburg, W. Va.	B2-P-5119
690 —NEW—Lamesa, Tex.	B3-P-5126
1150—NEW—Mayaguez, P. R.	B -P-4296
860 —KONO—San Antonio, Tex.	B3-P-4329
630 —KMAC—San Antonio, Tex.	B3-P-4360
1150—KSAL—Salina, Kan.	(D-7490)—B4-P-4364
1480—WSAR—Fall River, Mass.	B1-P-4384
940 —NEW—Rio Piedras, P. R.	B -P-4397
1320—NEW—Oceanside, Calif.	B5-P-4442
630 —NEW—Spokane, Wash.	B5-P-4462
630 —NEW—Boise, Ida.	B5-P-4482
1600—NEW—Yuba City, Calif.	B5-P-4488
1540—NEW—Fort Worth Tex.	B3-P-4524
610 —WHKC—Columbus, O.	B2-P-4528
570 —KLCN—Blytheville, Ark.	B3-P-4537
540 —NEW—Amarillo, Tex.	B3-P-4551
1320—NEW—San Juan, P. R.	B -P-4560
1150—KFJI—Klamath Falls, Ore.	B5-P-4573
920 —NEW—Fairbault, Minn.	B4-P-4581
1280—KNAK—Salt Lake City, Utah	B5-P-4582
980 —WTRY—Troy, N. Y.	B1-P-4591
690 —NEW—Birmingham, Ala.	B3-P-4598
550 —WNBH—New Bedford, Mass.	B1-P-4605
1540—NEW—Albany, N. Y.	B1-P-4611
930 —WPAT—Paterson, N. J.	B1-P-4613
1430—NEW—Altoona, Pa.	B2-P-4632
1510—KGA—Spokane, Wash.	B5-P-4647
1280—NEW—Silver City, N. M.	B5-P-4648
1110—WBT—Charlotte, N. C.	B3-P-4655
1370—WCOA—Pensacola, Fla.	B3-P-4660
1470—NEW—Coolidge, Ariz.	B5-P-4677
1520—NEW—Buffalo, N. Y.	B1-P-4678
850 —WRUF—Gainesville, Fla.	B3-P-4682
1450—WLAY—Muscle Shoals, Ala.	B3-P-4684
970 —WAAT—Newark, N. J.	B1-P-4691
1360—NEW—Goose Creek, Tex.	(D-7569)—B3-P-4706
1300—NEW—Fresno, Calif.	B5-P-4709
1320—WJAS—Pittsburgh, Pa.	B2-P-4714
1460—WELO—Tupelo, Miss.	B3-P-4719
620 —WHJB—Greensburg, Pa.	B2-P-4721
1340—NEW—Sioux Falls, S. Dak.	(D-7632)—B4-P-4734
850 —NEW—Albany, N. Y.	B1-P-4740
1170—NEW—Montgomery, Ala.	B3-P-4743
690 —KGKB—Tyler, Tex.	B3-P-4769
790 —NEW—Allentown, Pa.	B2-P-4790
1150—NEW—Utica, N. Y.	B1-P-4793
950 —WAAF—Chicago, Ill.	B4-P-4796
740 —NEW—Tulsa, Okla.	B3-P-4797
1600—NEW—Orange, Tex.	B5-P-4801
1310—NEW—Joplin, Mo.	B4-P-4805
1330—WBBR—Brooklyn, N. Y.	B1-P-4807
680 —KFEQ—St. Joseph, Mo.	B4-P-4810
790 —KVOS—Bellingham, Wash.	B5-MP-1904
550 —NEW—Anchorage, Alaska	B -P-4817
590 —WDLP—Panama City, Fla.	B3-P-4829
960 —WMFF—Plattsburg, N. Y.	B1-P-4830
1260—NEW—Trenton, N. J.	B1-P-4832
610 —KVNU—Logan, Utah	B5-P-4842
1380—KWK—St. Louis, Mo.	B4-P-4843
620 —NEW—Hanford, Calif.	B5-P-4869
920 —KOLO—Reno, Nev.	B5-MP-1964
1370—WPAB—Ponce, Puerto Rico	B -P-4871
1440—WSFA—Montgomery, Ala.	B3-MP-1995
580 —KSAC—Manhattan, Kan.	B4-P-4874
1300—KOME—Tulsa, Okla.	B3-P-4880
1170—NEW—Bellingham, Wash.	B5-P-4893
940 —WMAZ—Macon, Ga.	B3-P-4899
1170—NEW—Miami, Fla.	B3-P-4903
1420—KVJ—Walla Walla, Wash.	B5-P-4908
630 —WJMS—Ironwood, Mich.	B2-P-4909
850 —WHDH—Boston, Mass.	B1-P-4912
980 —NEW—Morgan City, La.	B3-P-4913
1410—NEW—Dalhart, Tex.	B3-P-4919
1320—NEW—Lansing, Mich.	B2-P-4920
1310—NEW—Fontana, Calif.	B5-P-4923
630 —NEW—Missoula, Mont.	B5-P-4927
970 —NEW—Las Vegas, Nev.	B5-P-4942
1270—KIOX—Bay City, Tex.	B3-MP-1948
620 —NEW—Hackensack, N. J.	B1-P-4956
710 —KGNC—Amarillo, Tex.	B3-MP-1994
1440—NEW—Quincy, Ill.	B4-P-4970
1600—NEW—Brookline, Mass.	B1-P-4976
1480—NEW—Lincoln, Nebr.	B4-P-4985
910 —NEW—Miami, Okla.	B3-P-4987
990 —NEW—Muskogee, Okla.	B3-P-4996
580 —NEW—Washington, D. C.	B1-P-4997
1500—NEW—Preston, Idaho	B5-P-5002
620 —NEW—Fresno, Calif.	B5-P-5005
1280—NEW—Lake City, S. C.	B3-P-5008
1270—WTAL—Tallahassee, Fla.	B3-P-5009
1310—WMBH—Joplin, Mo.	B4-P-5010
850 —NEW—Birmingham, Ala.	B3-P-5016
1380—KIDO—Boise, Ida.	B5-P-5017
1280—WBBZ—Ponca City, Okla.	B3-P-5018
1320—WKIX—Columbia, S. C.	B3-P-5023
590 —WOPI—Bristol, Tenn.	B3-P-5026
1290—WTMC—Ocala, Fla.	B3-P-5029
1380—KRKO—Everett, Wash.	B5-P-5030
1070—WKVM—Arecibo, P. R.	B -P-5031
1430—KLO—Ogden, Utah	B5-P-5032
970 —KHBC—Hilo, Hawaii	B -P-5039
1480—NEW—Sharrokin, Pa.	B2-P-5045
620 —NEW—San Juan, P. R.	B -P-5048
1270—KCOK—Tulare, Calif.	B5-P-5050
1290—WTOC—Savannah, Ga.	B3-ML-1233
1480—KGLU—Safford, Ariz.	B5-MP-1902
1030—KUTA—Salt Lake City, Utah	B5-P-5050
1540—NEW—Seattle, Wash.	B5-P-5060
1430—KFBK—Sacramento, Calif.	B5-P-5072
920 —NEW—Rochester, Minn.	B4-P-5080
1480—NEW—Austin, Minn.	B4-P-5085
1320—WJHP—Jacksonville, Fla.	B3-MP-2030
690 —KGGF—Coffeyville, Kan.	B4-MP-2021
1320—NEW—Kalamazoo, Mich.	B2-P-5111
1540—NEW—Durant, Okla.	B3-P-5112

PROCESSING LINE NO. 2

Under Examination by Engineering Department

930 —KSEI—Pocatello, Ida.	(D-6865)—B5-P-3735
560 —WJLS—Beckley, W. Va.	B2-P-3943
1380—WTSP—St. Petersburg, Fla.	B3-P-3965
1470—NEW—Meriden, Conn.	B1-P-4025
1420—KNOW—Austin, Tex.	B3-P-4042
1590—NEW—Mount Vernon, Wash.	B5-P-4050
1430—NEW—Centralia, Ill.	B4-P-4181
1380—NEW—Asheville, N. C.	B3-P-4464
1560—WQXR—New York, N. Y.	B1-P-4506
1560—KPAC—Bakersfield, Calif.	B5-P-4868
1430—NEW—Belleville, Ill.	B4-P-5034
1560—WTOD—Toledo, O.	B4-P-5071

Awaiting Engineering Study

930 —KVAN—Vancouver, Wash.	B5-P-3552
970 —KFRE—Fresno, Calif.	(D-7125)—B5-P-3757
1550—NEW—Eugene, Ore.	(D-7383)—B5-P-3771
1270—NEW—Ft. Smith, Ark.	B3-P-4200
1030—NEW—Duluth, Minn.	(D-7353)—B4-P-4278

PROCESSING LINE NO. 3

Engineering Study Completed Awaiting Study by Other Departments

Frequency, Call Letter, Location	Docket No.—File N
1490—New—Pittsfield, Mass.	B1-P-2988
1450—New—Portland, Ore.	B5-P-3225
1520—New—Long Island, N. Y.	B1-P-3277
950—New—Boise, Idaho	B5-P-36
1550—New—Springfield, Ill.	(D-7323)—B4-P-38
1290—New—Wichita Falls, Tex.	B3-P-38
1450—New—Huntington, W. Va.	B2-P-38
790—KFQD—Anchorage, Alaska	B-P-39
1420—New—Stockton, Calif.	B5-P-40
1190—KEX—Portland, Ore.	B5-P-40
1380—New—Ft. Wayne, Ind.	B4-P-40
790—New—Saginaw, Mich.	B2-P-40
940—New—New Orleans, La.	B3-P-41
1230—New—Medford, Ore.	(D-7327)—B5-P-41
1490—New—Martinsburg, W. Va.	B2-P-41
1070—New—High Point, N. C.	(D-7553)—B3-P-41
1340—New—Huron, S. C.	(D-7055)—B4-P-42
930—New—Kalamazoo, Mich.	B2-P-42
890—New—McKeesport, Pa.	B2-P-42
1000—WCFL—Chicago, Ill.	B4-P-43
960—WELI—New Haven, Conn.	B1-P-43
710—WGBS—Miami, Fla.	B3-P-43
1490—New—Asheville, N. C.	B3-P-44
1460—WKBO—Harrisburg, Pa.	B2-P-45
710—New—Paris, Tenn.	B3-P-45
930—WLAV—Grand Rapids, Mich.	B2-P-45
1170—New—Houston, Texas	B3-P-45
710—WOR—New York, N. Y.	B1-P-45
820—New—Laurens, S. C.	B3-P-45
1340—WOCB—New Bedford, Mass.	B1-P-45
1240—New—Rhinelander, Wisc.	B4-P-46
1400—WSAM—Saginaw, Mich.	B2-P-46
1240—New—Havre, Mont.	B5-P-46
1340—New—Fremont, Neb.	B4-P-46
1190—WLIB—Brooklyn, N. Y.	B1-P-46
1450—New—Douglas, Ga.	B3-P-47
750—New—Baltimore, Md.	B1-P-47
1550—KHWA—San Mateo, Calif.	B5-MP-19
900—New—Nashua, N. H.	(D-7603)—B1-P-47
930—New—Battle Creek, Mich.	B2-P-47
1240—New—Bryan, Tex.	B3-P-47
1230—New—Las Vegas, Nev.	B5-P-47
1230—New—Thief River Falls, Minn.	B4-P-48
1450—New—Iron Mountain, Mich.	B2-P-48
730—New—Pulaski, Tenn.	B3-P-48
1450—New—Huntsville, Ala.	B3-P-48
930—New—Elyria, Ohio	B2-P-48
650—New—Goose Creek, Tex.	B3-P-48
1490—New—Alpine, Tex.	B3-P-48
800—New—Palatka, Fla.	B3-P-48
1520—New—Macomb, Ill.	B4-P-48
760—New—Tarboro, N. C.	B3-P-48
1210—New—Saginaw, Mich.	B2-P-48
750—New—Durant, Okla.	B3-P-48
1400—New—Oneonta, N. Y.	B1-P-48
1010—New—Monroe, N. C.	B3-P-49
1010—New—Albermarle, N. C.	B3-P-49
1230—New—Columbia, S. C.	B3-P-49
1180—WLDS—Jacksonville, Ill.	B4-P-49
1230—New—Yazoo City, Miss.	B3-P-49
1230—New—Florence, S. C.	B3-P-49
1400—New—Stamford, Tex.	B3-P-49
1230—New—Florence, S. C.	B3-P-49
1030—KWBU—Corpus Christi, Tex.	B3-SSA-1

PROCESSING LINE NO. 4

Cases Placed in Pending File

1340—WTEL—Philadelphia, Pa.	B2-ML-12
920—WGST—Atlanta, Ga.	B3-P-27
1150—New—Des Moines, Iowa	(D-6712)—B4-P-37
1280—WGBF—Evansville, Ind.	B4-P-38
1200—WHLD—Niagara Falls, N. Y.	B1-P-38
660—KSKY—Dallas, Tex.	B3-P-39
1380—WATL—Atlanta, Ga.	B3-P-39
1280—New—Eugene, Ore.	B5-P-42
870—New—Hanford, Calif.	B5-P-44
890—New—Santa Monica, Calif.	B5-P-44
750—KMMJ—Grand Island, Nebr.	B4-P-45
1100—New—Tulsa, Okla.	B3-P-45
1230—New—Americus, Ga.	B3-P-46
1340—New—Clearwater, Fla.	B3-P-46
750—New—San Bernardino, Calif.	B5-P-46
890—New—Brenham, Tex.	B3-P-47
760—New—Stillwater, Okla.	B3-P-47
1030—New—Burlington, N. C.	B3-P-48
1240—New—Charlotte, N. C.	B3-P-48
1030—New—Thomaston, Ga.	B3-P-48
1230—New—Lynchburg, Va.	B2-P-48
1400—New—Baltimore, Md.	B1-P-48
1200—New—Middletown, R. I.	B1-P-49
1490—New—Muskegon, Mich.	B2-P-49
1600—New—Carrollton, Ga.	B3-P-49
770—KFEL—Denver, Colo.	B5-P-50
1030—KPHO—Phoenix, Ariz.	B5-P-50

PROCESSING LINE NO. 5

Name of Applicant	Docket No. File N
WCAM Camden, N. J.	6144—B1-ML-10
WCAP Asbury Park, N. J.	6145—B1-ML-10
WTNJ Trenton, N. J.	6161—B1-ML-10
KWLC Decorah, Iowa	7613—B4-ML-12
Oregon State Agricultural College, Corvallis, Ore.	1406—B5ML-12
WCAL Northfield, Minn.	7532—B4-M1-12
WKEU Griffin, Ga.	7211—B3-L-1827 B3-Z-16
KOB Albuquerque, N. M.	6584—B5-MP-17
KOB Albuquerque, N. M.	6585—B5-L-17 B5-Z-15
James A. Noe, Monroe, La.	7655—B3-MP-18
WSFA Montgomery, Ala.	7402—B3-MP-19
KRBC Abilene, Tex.	5968—B3-P-25
WMBD Peoria, Ill.	7610—B4-P-27
WINK Louisville, Ky.	6040—B2-P-27
Associated Broadcasters, San Francisco, Calif.	6005—B5-P-27
WGRC New Albany, Ind.	6052—B4-P-27
KQW San Jose, Calif.	6214—B5-P-30
Nashville (Tenn.) Radio Corp.	6108—B3-P-30
Florida Broadcasting Co., Jacksonville, Fla.	6080—B3-P-30
WWSW Pittsburgh, Pa.	7107—B2-P-30
WICA Ashtabula, Ohio	6120—B2-P-30
WDNC Durham, N. C.	6209—B3-P-31
Herman Radnor, Dearborn, Mich.	6220—B2-P-31

(Continued on Page 100a)

KCMO is up to something!

KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

NO ONE STATION

can cover

MILWAUKEE

Milwaukee is a big market, so big that no one station can adequately cover this concentration of 1,299,000 people. WEMP, the Milwaukee Station, is keyed to the interests of the listeners in this area. WEMP programs are local in appeal with emphasis on intensive news schedules, local sports broadcasts, tuneful musical programs—plus the American Broadcasting Company, America's favorite daytime network. Local interest programs make WEMP a listener habit.

★

Stop, look and listen to the WEMP PLAN—before spending your radio dollars in this market.

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

HUGH K. BOICE, JR.
General Manager

HOWARD H. WILSON COMPANY
National Representative

BROADCASTING
TELECASTING

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KGU

Honolulu

HAWAII'S first STATION

First in Years
First in Service

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

KGU

Honolulu

HAWAII—A Major Market

Civilian Population — 502,122
1945 Retail Sales—$427,387,316

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

KGU

Honolulu

HABIT IN HAWAII

Now in its
25th YEAR OF CONTINUOUS
BROADCASTING
SERVICE

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

KGU

Honolulu

The BEST IN RADIO

NBC in the Pacific
since 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

Again the People's Choice

...KMOX, "THE VOICE OF ST. LOUIS"

KMOX
VOTE FOR KMOX
KMOX

The new 1946 KMOX-CBS Listener Diary Study is now available to all advertisers and their agencies. Again it proves that KMOX is the way-in-front favorite of an overwhelming majority of listeners in St. Louis and throughout the mid-Mississippi Valley.

This KMOX study is a slide-rule-accurate measurement of listening habits and preferences throughout the KMOX 62-county Day-Night Primary Area.* The most comprehensive ever undertaken in this territory, this study is based on the CBS Listener Diary technique, with the balloting conducted by C. E. Hooper. According to this independent research organization...

From 6:00 a.m. to 6:00 p.m., KMOX has the largest audience during 185 of the 324 daytime quarter-hours ... 294% more "firsts" than any other St. Louis station!

From 6:00 p.m. to midnight, KMOX has more listeners than any other St. Louis station during 97 of the 168 nighttime quarter-hours... 102% more "firsts" than its closest competitor!

KMOX
KMOX
KMOX

During the entire week, KMOX has the lion's share of the audience during more than half of the total 492 quarter-hours... is in first place more often than all other St. Louis stations combined!

Once again KMOX is the people's choice. Which is why KMOX should be your choice. Get in touch with us or Radio Sales to see KMOX's 1946 Diary and to pick the availability that will make your product a midwest favorite.

CBS Listening Area Study, 7th Series

COLUMBIA OWNED

KMOX

THE VOICE OF ST. LOUIS
50,000 WATTS

KMOX
KMOX
KMOX

**REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS:
NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA**

OUR LISTENERS GOT A 50 MILLION DOLLAR RAISE

Those steadfast civil service workers in the U. S. Government got a raise!

Fifty million a year!

And if you've been reading these WWDC ads you know they're in the market for everything from washing machines to rugs.

WWDC is the way to reach this stable market. That's the entertainment station in Washington . . . that's the one they listen to.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

Feature of Week

By FRED SAMPLE

A COUPLE OF JOES who had plenty of opportunity to see how the average soldier reacts under fire are telling the nation how the average vet reacts to civilian life and are having a swell time doing it.

The pair are ex-sergeants Bill Berns and Bill Raidt, late of Abe Schechter's Pacific combat radio staff and now writers-producers-stars of their own program, *Opportunity U. S. A.* aired by Mutual Saturday, 3:45-4 p.m. (EST).

The two Bills—Raidt and Berns (l to r)

When Berns and Raidt, who had buddied up after meeting during the Tennessee maneuvers in 1942, were discharged, they came back to the states with a "terrific" idea.

The idea was to interview veterans over a nationwide hookup to let the folks know how they felt about civilian life. They called on their old boss, Mr. Schechter, now MBS news and special events head. He knew his boys and he felt a real need for such a program.

June 8, the two Bills started out on a cross-country tour in a second-hand jeep, interviewing veterans about their jobs, their businesses and their ambitions and airing them every Saturday.

They spend two to five days in each community ("some Joes are shy," they say) lining up their interviews. They've had some dandies, ranging from veteran-owned hotdog stands to diaper service.

Even though they saw action in Hollandia and served aboard General MacArthur's radio ship "The Apache," Berns and Raidt say Seeing America Last has plenty of thrills.

"We're still living out of a barracks bag, but instead of a foxhole we sleep in a nice big double bed," Bill Berns grins.

The former Pacific veterans were in Chicago, Aug. 10, where their broadcast was originated by WGN. On the itinerary are Indianapolis, Louisville, Nashville, St. Louis, Des Moines, Minneapolis, Omaha, Denver, Salt Lake City, San Francisco, and Los Angeles.

Sellers of Sales

AS PRESIDENT of the Neff-Rogow Advertising agency, William Rogow finds it natural to sell radio, for it was radio that sold Mr. Rogow.

As sales manager of Martinson's Coffee in the late '20's, Mr. Rogow became so enthusiastic over the job that radio was doing for his firm that he left the coffee organization in 1929 to hitch his enthusiasm to the WOR New York sales staff.

It was here that he met Walter Neff, another salesman on the station. After seven years of successful selling of radio, Mr. Rogow merged his talents and enthusiasm with those of Mr. Neff to form the advertising firm of Neff-Rogow. Mr. Neff died last November.

BILL

The firm—under Mr. Rogow's supervision—currently buys local shows and spot campaigns for the following accounts: Martinson's Coffee, Thom McAn Shoes and Bond Clothes.

William Rogow was born in Brooklyn, New York, on June 6, 1896. As a youngster he worked at everything from sweeping out a ladies' neckwear shop to selling millinery. After the first World War he was in the import and export business.

His "last import," Mr. Rogow fondly explains, was his wife, the former Blanka Glattauer from Vienna. Last month he celebrated his silver wedding anniversary, and he became a grandfather.

The Rogows have two children, Mildred, 22 and Robert, 24. Robert has caught his father's enthusiasm for radio. Recently discharged from the Army, he has decided to join the industry too.

Tennis was William Rogow's favorite game but he has "shelved it now" because, he says, "I'm no good at it any more." However, he swims often to make up for his lost tennis prowess.

4 markets it pays to consider

WKBO
HARRISBURG, PA.

WORK
YORK, PA.

WGAL
LANCASTER, PA.

WRAW
READING, PA.

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

NBC

Represented by
RADIO ADVERTISING COMPANY

Aerial View of KVOO Demonstration Farm made by KVOO Farm Department. Photo shows contour terracing recently completed on the farm.

Contours

The KVOO Farm Department employs *contour farming* and terracing on the KVOO Demonstration Farm. This is proven practice that prevents soil erosion by holding the rain where it falls, insures more and better crops, and, as a by-product, encourages the growth of wild life on the farm.

"Contour programming" might well be the term to describe the kind of programming which is designed to interest and gain the new listener while it holds and satisfies the old, as it provides for the varying needs of all listeners throughout a broadcast day — there's something for everyone, every day on KVOO.

"Contour programming" is the kind of programming which has been employed by KVOO since 1925 and which has built such a large and loyal audience for Oklahoma's Greatest Station.

"Contour programming" will continue to supply better programs for KVOO listeners through the years ahead and we believe these loyal listeners to a free radio will do much to preserve and protect the American way of life where free enterprise provides the best of everything for more and more people at lower and lower cost.

RADIO STATION KVOO

OKLAHOMA'S GREATEST STATION, TULSA. 50,000 WATTS — NBC

EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

Hoopers No Accident In KRNT Operation

Broadcasting on the assumption that people won't listen to you unless they like you, KRNT in Des Moines has developed an audience-building technique worth analyzing.

Listeners First

It begins with the listener. It has secured for KRNT the greatest share of audience of any ABC station in any Hooper city in America.

People don't mind being made Hoopers out of, reasons the Cowles station, but it's smart to consider them as listeners first and statistics later.

Iowans, this station believed, will leave the latch string out for the radio station that's staffed with people who have the common touch.

A Friendly Staff

So KRNT acquired a staff of people with the capacity for friendly broadcasting.

Listening to these people, Iowans got the feeling that here was a station that wasn't just broadcasting; it was visiting. The visits were neighborly and entertaining and right-next-door in texture. They became the foundation for a firm, friendly radio-listener relationship.

Community Acceptance

It became a matter of importance to parents when Gene Emerald discussed jazz music for teen agers. He spoke with authority and evidenced a keen, personal interest. People appreciate approaches like that.

When Betty Wells endorsed a current book, it meant overtime for the public library because Iowans trusted her judgment.

The pattern is again evident in the audience acceptance of Wynn Hubler Speece, "Your Neighbor Lady" to Iowa housewives who treasure her homemaking advice.

And all the Iowa sport fans who set their bedtimes by the last item on Jon Hackett's evening sportscast retire each night restfully unaware of the considerable Hooper in the wake of their sleep.

The evening news reporting of Russ Van Dyke is an Iowa habit, because he has the voice of authority and a background of thorough, forceful news editing which listeners respect. This same respect and subscription belong to other KRNT newsmen—Charles McCuen in the morning, Stanley Dixon in the afternoon and Gordon Gammack at 6 p.m.—each a news personality in his own right.

KRNT in
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See Your Katz Man Fo Eye-

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per City

erica . . . Period.

. . . **Reference Hooper Station Listening Indexes for ABC Stations; May-June, 1946.**

FoEye-Opening Local Hooper Comparisons, Too

Teamwork

These easy-going, having-fun KRNT people pull together and sell together as a team. They complement the thorough promotion and merchandising departments of the station by boosting each other.

In addition to working in plugs for each other on their own programs, they frequently visit together on the air to whip up extra enthusiasm for particular station promotions.

All this "cross-promotion" builds more audience for KRNT and quickens the family spirit of the staff.

National Recognition

In less than a 12-month span, KRNT won three national awards for its imaginative approach to station operation.

These were the Variety Show Management Award and the George Foster Peabody Radio Award for enterprising newscasting, and the Billboard Award for outstanding promotion.

Making Things Happen

These awards reflected the maxim, "Things don't just happen —somebody makes them happen." Resting on the record is one thing this alert radio family doesn't like to do.

For instance, the ink was hardly dry on the last Hooper audience survey before KRNT enthusiastically waded into its heaviest radio promotion of the year.

Video Promotion

The station arranged to bring the RCA traveling television unit to the 1946 Iowa State Fair. The thousands of Iowans who will pour into Des Moines Aug. 23-30 will see a full-scale television exhibit, plus eight hours of video shows each day featuring all of KRNT's highly-promoted personalities.

KRNT Radio Theater

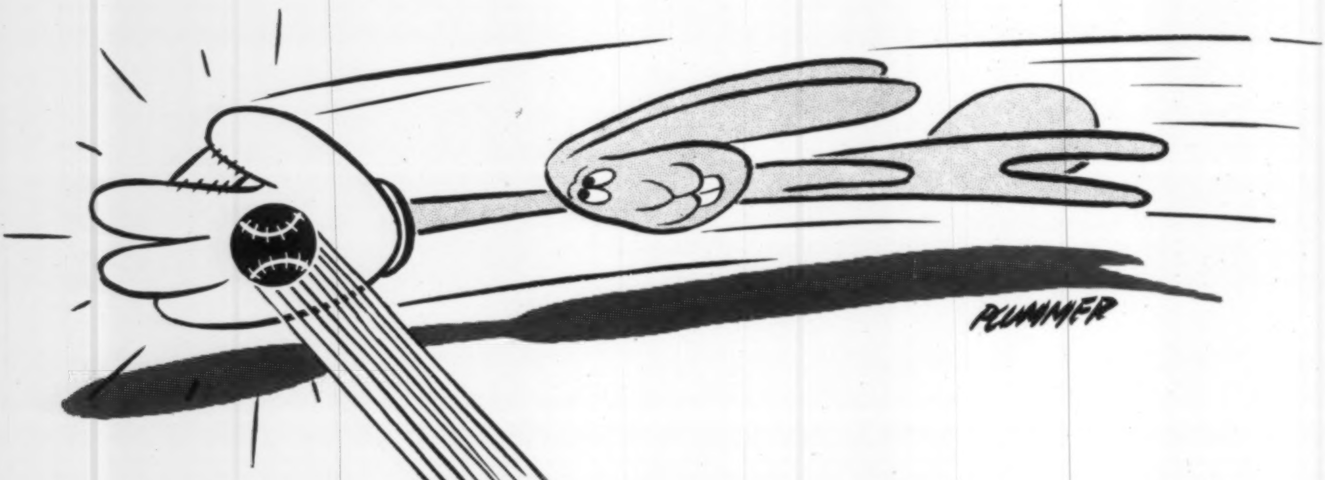
And as this is being written, the Cowles station is taking over the operation of the KRNT Radio Theater in Des Moines. Formerly the Shrine Temple, the million dollar building houses the nation's largest legitimate theater. Booked in for the coming season are such choice attractions as Oklahoma!, Anna Lucasta, State of the Union and many others.

The Extra Value

The considerable share of audience enjoyed by KRNT is the measure of the power of a smile and a handshake.

It's the story of how the common touch secured for KRNT the number one position among ABC stations in the nation's Hooper rated cities.

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!



- **Not that we're trying to wear ourselves out in our youth, or anything like that—but if you feel like batting out a few high, hard assignments for us, we'd certainly like to show you some fancy fielding!**

Why? Well, we think we're a pretty good ball-team, here at F&P. We've scouted both the majors and minors, for years—have assembled the finest outfit in the business. We're in tip-top condition, and warmed up for action!

Do you have any sizzling spot-broadcasting problems that have proven too hot for other teams?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg* Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 7 WASHINGTON, D. C., AUGUST 19, 1946 $5.00 A YEAR—15c A COPY

CAA Approval Delays New Stations

Action on Sites For Antennas Is Slow

By RUFUS CRATER

A LOG JAM of commercial radio grants awaiting Civil Aeronautics Administration approval of antenna sites was seen by industry sources last week as a growing threat to speedy translation of grants into actual operation and radio service.

While no comment was forthcoming from CAA or FCC, a BROADCASTING survey of private radio engineers and attorneys and "semi-official" sources showed CAA's inability to handle the applications promptly is regarded as a major impediment in getting new stations on the air.

The problem was expected to increase materially in view of FCC's "production line" system of handling applications as evolved under the direction of Acting Chairman Charles R. Denny Jr. and announced by the Commission late Friday.

Slowness in clearing the antenna sites was attributed to lack of sufficient CAA personnel to handle the job, and hope was expressed that some method might soon be found by which to hurdle this problem, in view of the continuing waves of grants being turned out by FCC "subject to CAA approval of antenna site."

200 to 250 Behind

It was estimated that commercial applications awaiting CAA action are now piled up 200 to 250 deep—and CAA must check all antenna sites both commercial and noncommercial. The pile is growing steadily. At the present rate, it was pointed out, CAA needs three weeks to six months to clear an application, and the average time is two to two and a half months.

Under the present setup, checking antenna locations is "only a side-line" of CAA, which has no employes assigned to the job full-time. Adding more employes was regarded as the solution to the growing backlog—more employes both in the nine regional offices and in the Washington headquarters.

Admittedly a stickler, however, was the question of where to get the money to hire new employes now. Although it was thought CAA undoubtedly would seek additional employes as soon as an opportunity presents itself, industry sources emphasized that "immediate relief" is what is needed.

In some quarters it was suggested that FCC-CAA conferences to explore the problem might lead to a solution which, even though it might not clear up the backlog immediately, at least would be a step in that direction.

Solution Sought

Grantees and others unfamiliar with CAA's problems and the extent of its workload frequently have voiced dissatisfaction with the time required to get their proposed antenna sites approved. But among those who are acquainted with the extent of the job and the shortage of personnel, it was pointed out, a sense of understanding is combined with the dissatisfaction regarding progress of the problem.

There was no question of good faith or honest effort on the part of CAA among those who realize the difficulties that confront the agency.

Industry sources felt that the need is not only for more engineers to handle this sort of work and to spend full time on it at least until the backlog and the vast number of impending grants are taken care of, but for experienced personnel who know radio as well as aviation and the problems of each.

All grants involving new or revised antennas are subject to CAA approval of the towers and sites, whether they are for commercial AM, FM or television or for one of the myriad types of noncommercial and experimental operation.

In the past it was often the custom to have proposed antenna sites approved before FCC made the grants, but the accumulation in recent months has led to a general practice of waiting until construction permits have been granted.

The grants, and in some cases applications, are routed first to the Washington CAA office. Some are approved or disapproved there, but in a majority of instances they are forwarded to the appropriate regional offices.

Inspection of Sites

Although in some cases actual on-the-ground inspection of proposed sites is unnecessary, this was understood to be relatively rare. The field representatives, it was explained, prefer in any event to have the locations examined personally to be sure that all factors are taken into consideration in reaching a decision. Private and military aeronautical interests also are requested to give opinions in many instances before CAA's final approval or disapproval is given.

Fitzpatrick to Purchase WGR Control

Joins Lounsberry Who Also Seeks 30% Of Stock

RETURN of Leo J. Fitzpatrick, former vice president and general manager of WJR Detroit, to active station operation was foreseen last week with his purchase of controlling interest in WGR Buffalo, CBS outlet, subject to FCC approval, from the Buffalo Broadcasting Co. The overall price is $750,000. Associated with him in the new WGR Broadcasting Corp. is I. R. (Ike) Lounsberry, until earlier this month executive vice president of both WGR and its sister station WKBW, who acquires 30% of WGR.

Under Avco Procedure

The application, filed last Wednesday, seeks FCC approval under the new Avco "open bid" procedure. The transfer is being advertised in the Buffalo *Evening News* for the required 60-day period and the FCC also will advertise the transaction for a corresponding period in the *Federal Register*. If other bids of an equivalent or higher amount are received, the FCC can select the purchaser if satisfactory to the seller [BROADCASTING, Aug. 5].

Mr. Fitzpatrick **Mr. Lounsberry**

Sale of one or both of the BBC stations has been in the offing for many months under the FCC's duopoly regulation forbidding dual ownership of standard stations in the same market. Because of the Churchill Tabernacle litigation, however, clear title to WKBW 50,000 w, ABC outlet, has been clouded and it was through separation of the entities that the WGR sale was effected.

The Churchill Foundation, it is understood, has proposed purchase of WKBW from Buffalo Broadcasting Co. but no transaction has been consummated. BBC is understood to be asking $500,000 for the station in addition to cancellation of disputed obligations in the neighborhood of the same amount, bringing the total transaction to about one million dollars. Churchill, on the other hand, is understood to have offered between $250,000 and $300,000 along with adjustment of obligations.

Mr. Fitzpatrick acquires 70% of the WGR stock under a corporate agreement whereby he pays in $350,000 and lends the corporation an additional $315,000. He becomes chairman of the board of the new company. Mr. Lounsberry, for his 30%, pays $150,000 and lends the company $35,000. Mr. Lounsberry resigned Aug. 2 as executive vice president and general manager of the two BBC stations, coincident with the sale of his minority interests. He will continue, however, to manage the stations until FCC action is forthcoming and becomes president and general manager of the new WGR corporation.

Reinvesting in WGR

Mr. Lounsberry, according to the application, is reinvesting in the new WGR Broadcasting Corp. the $185,000 he obtained from the sale of his stock in BBC. Because of the "forced sale" aspect of the transaction, he requested the FCC to furnish a certified statement which would permit him to take advantage of the provisions of the Revenue Act of 1943 insofar as capital gain on the conversion of

(*Continued on page 94*)

Philco Signs Bing For Disc Program

ABC and 400 Other Stations To Carry Crooner Series

PHILCO Corp., Philadelphia, last Thursday, signed Bing Crosby to a contract reputedly calling for a $30,000 weekly talent payment. The crooner returns to the air Oct. 2 via transcription on 600 stations, 9-9:30 p.m.

International in scope, the program calls for simultaneous release on all stations. Besides ABC network, the station list will include 400 outlets in the United States, Canada, Mexico and other countries.

Contract was signed by Bing and his brother-manager, Everett Crosby. Announcement of the deal was made by James H. Carmine, Philco vice president. Length of pact was not revealed.

Hutchins Adv. Inc., Philadelphia, is the Philco agency. Contract with the crooner climaxes several months of negotiations, with General Motors and Texas Co. angling originally for his services. The arrangement calls for a limited number of live programs.

Though no confirmation could be obtained, it was understood the program must maintain a specified Hooper minimum if it is to continue on transcriptions. Should the Hooper level not be attained, then Crosby must broadcast a live program.

Knox Signs ABC

THE KNOX Co., Los Angeles (proprietary); has signed 26-week contract with ABC for sponsorship of new program, *Danger, Dr. Danfield*, effective Sept. 8, Sun. 3-3:30 p. m. (EDT) period. A psychological mystery, series features Michael Dunn, young movie actor, and will be produced by Wally Ramsey. Program starts Aug. 18 sustaining. Agency is Robert B. Raisbeck Adv., Hollywood.

1901 George Boutin Porter 1946

GEORGE BOUTIN PORTER, Washington radio attorney and former assistant general counsel of the FCC who took a leading part in important FCC cases and helped draft the Communications Act of 1934, died Aug. 11 in San Francisco. He was 45.

Mr. Porter was eating a steak dinner with Mott Brunton, one of the owners of KQW San Jose, Calif., when he suffered a choking seizure. He was taken to a hospital but was pronounced dead on arrival. The coroner listed the cause of death as strangulation.

Funeral services were held Saturday (Aug. 17) at New York Avenue Presbyterian Church in Washington. Burial was in a Washington cemetery.

Mr. Porter, the son of Interstate Commerce Commissioner Claude R. Porter, was born at Centerville, Iowa. He attended the Naval Academy for one year (1919-20), and in 1923 received a Bachelor of Arts degree from the State U. of Iowa. In 1926 he took a law degree at George Washington U. in Washington. After practicing law with his father's firm in Des Moines, Mr. Porter was in 1931 appointed to the Legal Division of the Federal Radio Commission. He became assistant general counsel and later acting general counsel of the Commission. In 1934 he assisted the Senate Interstate Commerce Committee in drafting the Communications Act, which created the new FCC.

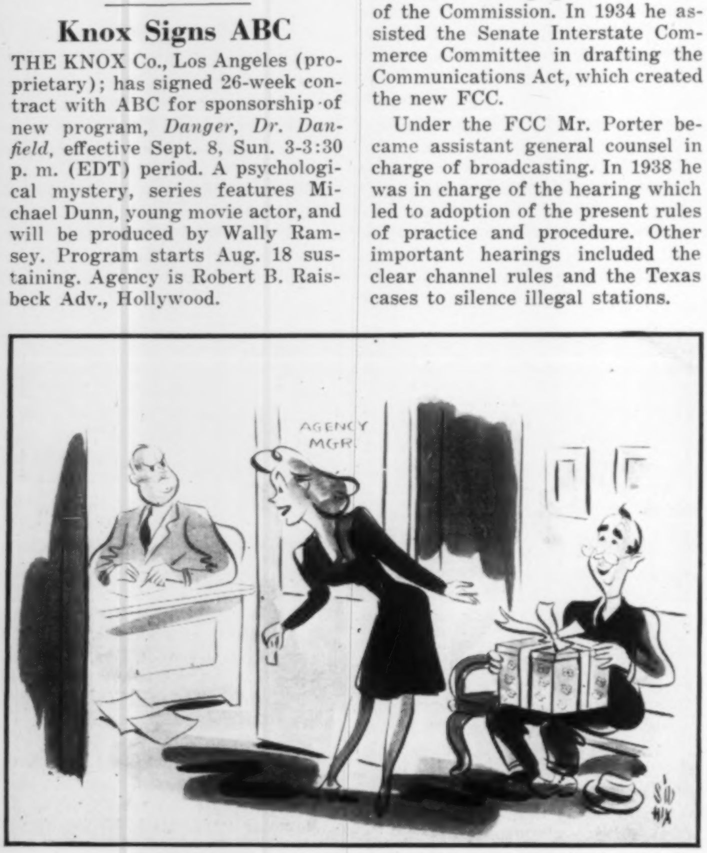
Under the FCC Mr. Porter became assistant general counsel in charge of broadcasting. In 1938 he was in charge of the hearing which led to adoption of the present rules of practice and procedure. Other important hearings included the clear channel rules and the Texas cases to silence illegal stations.

Mr. PORTER

When Mr. Porter resigned to enter private practice in 1940, James Lawrence Fly, then FCC chairman, commented that "the Commission reluctantly relinquishes . . . a man ideally qualified by experience and training for the important work which he has so satisfactorily performed."

Until Sept. 30, 1944, he was senior partner of the law firm of Porter & Haley. He has since been in practice for himself. Among clients he had represented were: KQW San Jose, Calif., WHAS Louisville, WCFL Chicago, WKAQ San Juan, Puerto Rico, WHDH Boston, and KWSC Pullman, Wash.

Mr. Porter was a member of the District Bar Assn., the Federal Communications Bar Assn., the Presbyterian Church and Phi Kappa Psi fraternity. In addition to his parents, he is survived by his wife, Mrs. Oreen Chantry Porter; a son, George Boutin Porter, 10, and two daughters, Chantry, 14, and Susan, 8 and four sisters, Mrs. Richard R. Hise of Des Moines, Mrs. Richard W. Mayo, Mrs. David Stouffer of Washington, and Mrs. Donald Collins of Wayne, Pa.



Drawn for BROADCASTING by Sid Hix

"He says he has a special package show for you."

Philco Renews

PHILCO PRODUCTS Corp., Philadelphia, has signed 52-week renewal contract effective Sept. 2 for the *Breakfast Club*, Mon. through Fri. 9:45-10 a. m. on ABC. Agency is Hutchins Adv., Philadelphia.

Canada Dry on CBS

CANADA DRY GINGER ALE, New York, will sponsor Meredith Wilson and Orchestra this fall on CBS, Fri. 7:30-8 p.m. EST. Deal was closed Aug. 15 through J. M. Mathes Inc., New York. Starting date, other facts not released.

MILES LABS SHIFTS NETWORK PROGRAM

CONFIRMATION of Miles Labs, Elkhart, replacing the *Nationa Barn Dance* (Alka-Seltzer) o NBC 8:-8:30 p. m. CDST, wit Roy Rogers, Hollywood cowbo [BROADCASTING, July 29] came las Monday with the signing of a five year contract by Rogers and Je Wade, of Wade Advertising, Chicago (agency for Miles) in Hollywood.

Simultaneously it was announce by Walter Wade, president of th agency, that Miles Labs. (Alka-Seltzer and One-A-Day) woul move *Quiz Kids*, Sundays, 7:30- p. m. EST ABC, to NBC Sunday 4-4:30 p. m. EST effective Sept 29. NBC is presently carryin *The National Hour* sustaining i the 4-4:30 time. Reason for mov was reported to be such rivalry a Fitch's *Rogue's Gallery*, soon to b replaced by Alice Faye-Phil Harri show, NBC; and *Blondie*, CBS.

New Roy Rogers show, also featuring Pat Buttram, Dale Evans Gabby Hayes, the Sons of th Pioneers and Country Washbur and his orchestra, will begin Oc 5 from Hollywood, but will b picked up from points around th country while Mr. Rogers is on personal appearance tour. Miles ha sponsored *Barn Dance* for the pas 14 years.

Grove Placing

GROVE LABS., St. Louis, (cold tablets), will start a spot campaign Sept. 30 for approximately 26 weeks through Duane Jones Co., New York. Station list currently is being made up. The company, through its agency, is said to be looking for network show in addition to spot campaign.

General Foods Adds

GENERAL FOODS Corp., Ne York, starts sponsorship on Sep 30 of a new children's progra *Buck Rogers in the 25th Centur* Mon. through Fri. 4:45-5 p. m. o MBS through Benton & Bowle New York. Firm also sponsors another juvenile program, *House o Mystery* Sun. 4-4:30 p. m. on MBS Latter returns to the air Oct. after a summer hiatus. *Buck Roge* has been off the air since 1935.

'Monitor' Resumes

CHRISTIAN SCIENCE MONITO Sept. 5 resumes its weekly serie of quarter-hour news commentarie on 64 key outlets of ABC, Thurs 8:15-8:30 p. m. EDT, accordin to announcement last week b John H. Hoagland, manager o The Christian Science Publishin Society, Boston. *The Christian Science Monitor Views the News* features paper's editor, Erwin D. Canham in analytical presentation o the news. Account is handled b H. B. Humphrey Co., Boston.

‘Broadcasters Have Right to Protest’

Rep. Brown Comments On Petrillo Case Handling

IN THE OPINION of Rep. Clarence J. Brown (R-Ohio), broadcasters have a right to protest to the Attorney General prosecution of James Caesar Petrillo under the Lea Act by J. Albert Woll, U. S. District Attorney, Northern Illinois District.

Mr. Woll is the son of Matthew Woll, second vice president of the American Federation of Labor, and Executive Council member. The council last week came out solidly in support of Petrillo and the American Federation of Musicians in testing constitutionality of the Lea Act.

Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate Commerce Committee and author of the Act, has proposed in a letter to Attorney General Tom C. Clark that Mr. Woll should be removed from prosecution of the case [BROADCASTING, July 1]. Rep. Brown is a member of the committee and was active in pushing the Act through the legislative mill.

Woll Bill Redrafted

It was known that the Dept. of Justice has considered assignment of two attorneys from its staff to handle the court proceedings because of Mr. Woll's position. Mr. Woll drafted the original criminal information against Petrillo. The document was redrafted by the Department and returned for filing after an FBI inquiry. Mr. Woll told BROADCASTING recently that his relationship with a high AFL official would have no bearing on his prosecution of the case.

Comment could not be obtained from Department officials on the AFL's endorsement of Petrillo's test of the Act. The Department made clear that district attorneys sometimes appoint assistants to handle cases for the Government where friendship or relationship exists between prosecutor and parties involved, but as a rule the Department leaves such decisions up to the prosecutor.

No comment could be obtained at NAB on the association's attitude toward Mr. Woll. Thus far the NAB has taken no active part in the legal proceedings other than to observe developments on behalf of the membership.

AFL Support

AFL's Executive Council, meeting in Chicago, announced in supporting the AFM test that the principle in the Act "would crush the freedom of all American workers" if extended to other industries.

Counsel for Petrillo, James A. Padway, last Wednesday filed a 90-page brief with the District Court in Chicago charging that the Act violated Articles 1, 5, 10 and 13 of the Constitution, covering free speech, due process of law, powers delegated to Congress and involuntary servitude.

The brief called for dismissal of the Government's bill of information charging Petrillo with violating the Act in calling an unauthorized strike against WAAF Chicago for refusing to double its staff of AFM librarians. The brief outlined Petrillo's union difficulties with broadcasters and cited the NAB for instituting "class legislation" in Congress. This legislation was called "discriminatory toward James Caesar Petrillo and the members of the union which he heads."

AFM asserted in the brief that the Lea Act has not made "an inch of progress in resolving the economic problems of the industry but, rather, invokes principles and applies techniques that confound common justice and flout the basic, cherished principles of our Constitution."

The law was purposely framed to discriminate against employes of stations and protect the profits of their owners, it is stated. "All we have here is an Act which makes criminal the peaceful quitting of work and indulgence in the exercise of free speech [picketing] in furtherance of a lawful and legitimate objective.

"The statute is a direct assault on free trade unionism. For the first time in our history working men who resort to their traditional peaceful and lawful methods to improve their economic standards and to attain objectives that are admittedly lawful are declared criminal and subjected to long imprisonment and heavy fines."

Date Set

U. S. District Judge Walter LaBuy, with whom the brief was filed, again set Sept. 19 as date for the Government to reply.

AFL's support of the AFM in the legal battle is a complete reversal of the Federation's attitude while the bill was pending in Congress last winter. At that time the AFM had difficulty in mustering labor opposition to the legislation, and AFL remained aloof until the bill was in its final stages. AFRA and IBEW jumped into the fray at that point but too late to prevent its overwhelming passage by an angry Congress.

A formal statement by the AFL Council last week said: "It is the unanimous conviction of the Executive Council that this [Lea] statute represents the lowest point in our history of national labor legislation. Never before has any Congress so arbitrarily and completely struck down the basic right

(*Continued on page 90*)

ACA Is Deadlocked With Ship Owners

Dispute About Classification Of Operators, Telephone Men

AMERICAN Communications Assn. (CIO) besides its Press Wireless strike was involved in another dispute in New York last week. The dispute—between the ACA, representing ships' radio telephone and radio operators, and ship-owners—appeared deadlocked late last week as hearings before the American Arbitration Assn. moved into their second week.

The hearings, before James Lawrence Fly, former FCC chairman, were called in an attempt to iron out differences left hanging from an agreement between the union and ship owners last June 14 in Washington.

The union is seeking to establish classifications of chief and first assistant radio officers for radio telephone operators with minimum pay of $400 and $364 a month. Company said fewer than six radio telephone operators are employed.

Luden's to CBS

LUDEN'S Inc., Reading, Pa. (Luden's cough drops), starts sponsorship Nov. 3 of Hoagy Carmichael, Sun. 5:30-5:45 p. m. on CBS. The musical show was placed by J. M. Mathes Inc., New York, and will originate in Hollywood.

ABC Adds to News as Strike Goes On

Press Wireless Issue Seems No Nearer To Settlement

RADIO moved to increase generally its international news coverage last week as the two-week old strike of the American Communications Assn. (CIO) against Press Wireless Inc. seemed no nearer settlement and newspapers were finding it increasingly difficult to receive correspondence from their overseas writers.

As an example of what the networks were doing and planning to do should the strike persist: ABC scheduled frequent special international news roundups in addition to its regularly scheduled news periods. These special programs were being run on a day-to-day basis as the need arose. CBS, MBS and NBC all indicated they were prepared to do likewise, although by midweek the latter networks still thought their regularly scheduled newscasts sufficient.

Limited Success

As it stood by the latter part of the week, ACA's threat of a news blackout of international proportions seemed to be succeeding only in small degree. The union also was finding itself the target of criticism from liberal as well as conservative groups in New York. The Leftish *New York Post* denounced the strike and strikers in a front page editorial and the usually pro-labor American Civil Liberties Union sent a telegram to ACA President Joseph P. Selly, protesting the dispute as not warranting a "wholesale blackout" of foreign news during these important days of peace conferences and other developments.

Radio only felt the pinch of the strike in attempting to send cables via RCA or Press Wireless to schedule its overseas newscasters. These were construed by union operators as part of newsbroadcasting and were taboo. However, the use of voice circuits by networks was circumventing the obstacle.

From London it was learned that employes of Cable and Wireless, a British company through which Press Wireless in New York claimed that a preponderance of messages were getting through from London.

Washington officials of Press Wireless said that paradoxically the company is now handling a greater total volume than normally. This is because of the secondary embargo on overseas news in force against Western Union, RCA and Mackay, they explained. While none of those companies can accept any overseas copy, Press Wireless takes all it can handle, they said.

The Washington office of Press Wireless, which has an AFL union, is operating normally, the same sources said, as are most other communications centers. London and New York are being bypassed wherever possible by the various world communications systems.

The New York *Herald Tribune* pointed out that possibly the FCC could force Western Union, Mackay and RCA to handle "hot" copy with supervisory employes under its tariff regulations, but this might bring about a general strike tying up all communications.

FCC officials declined to make any comment on the strike.

South America Hit

Areas hardest hit by the embargo of ACA and its cooperating units in other cable and wireless services appeared to be the Orient and South America.

Both sides were emerging from meetings with Federal conciliators last week still adamant on their respective stands. The union insisted that the laid off men go back to work before arbitration began and the company remained just as firm in its attitude to have an arbitrator rule first on whether the management's right to order layoffs was arbitrable, and if so, such arbitration should follow rather than precede the layoff of the employes.

NAB Battles City-State Radio Taxing

Franchise Levy Is Held Usurping of U. S. Powers

By J. FRANK BEATTY

LICENSE taxes imposed by several southern cities on broadcast stations despite court rulings that they are illegal and unconstitutional are being resisted by NAB to prevent spread of the idea to other governmental subdivisions. Acquiescence of stations to such franchise levies has been noted by NAB in at least two cases. The association is compiling information on city and state taxes on broadcasters and has made a study of court rulings on the subject.

Interest in broadcast taxes centers in the attempt by the state of New Mexico to apply a 2% gross sales tax on stations as intrastate operations. The case comes before the U. S. Supreme Court this autumn on appeal from a three-judge Federal court which held last spring that it lacked jurisdiction to hear petition of several stations to restrain collection of the tax [BROADCASTING, April 15].

Brief on behalf of two stations—KGFL Roswell and KWEW Hobbs—has been filed with the Supreme Court by Lake Frazier, attorney for the stations. NAB has taken part in the proceedings as a friend of the court. Milton J. Kibler of the NAB legal staff represented the association at the court hearing.

KOB Albuquerque lost a decision in the First Judicial District Court, a state tribunal, in suing to prevent enforcement of the sales levy, the court holding that the state could enforce its tax (passed in 1935) as of Oct. 1, 1945, but that taxes paid under protest by KOB prior to that date must be refunded. The state had not enforced the levy on broadcasters during the first ten years of its existence.

The court held the tax applicable to all stations in the state, conceding they are interstate operations but holding they also are intrastate and must pay their way to do business in New Mexico.

The three-judge Federal court is understood to have held it lacked jurisdiction because it did not desire to decide the issue while the state court was hearing KOB's appeal, pending at the time.

Fallacious Reasoning Seen

Efforts of cities to collect license taxes on stations have been based on the theory, in some cases at least, that the levies are being imposed on advertising enterprises. NAB points out the fallacy of this position by emphasizing that the tax actually is on broadcasting, not advertising, and that regulation of broadcasting is vested in the FCC. Thus taxing of broadcasters by governmental subdivisions is a usurpation of U. S. powers, NAB reminds. Furthermore such taxes are adjudged discriminatory as well as a violation of the freedom of speech rights under the First Amendment to the Constitution.

The city of Petersburg, Va., which placed a $100 annual franchise tax on broadcast stations, is no longer attempting to collect the tax, NAB has been informed.

On the other hand Waycross, Ga., has been successful in collecting a license fee. Since the amount of the fees in many cities is not large, some stations have yielded rather than become involved in litigation.

Greenville, S. C., collected a city tax for some time but later agreed the impost was illegal and refunded the payments. Sumter, S. C., has been enforcing a license tax and another city in the state, Rock Hill, after consulting Sumter officials, adopted a graduated license tax on broadcasters starting with $25 the first year of a station's operation, $50 the second year, and $75 each year thereafter.

Among court decisions cited by NAB in reviewing the tax situation is a ruling in 1942 by the District Court, Southern District of Florida, (Tampa Times Co. v. Burnett, 45 F. Supp. 166) that the U. S. Government preempted the field of radio by enacting the Communications Act of 1934, and exercises exclusive jurisdiction over regulation. The court invalidated a Florida license tax on broadcast stations.

Another ruling by the Eastern District of Kentucky court (Whitehurst v. Grimes, 21 F (2d) 787) voided a municipal ordinance placing a license fee on broadcast stations.

LABOR RELATIONS, of which there seem to be quite a few, were reviewed Aug. 12-13 by the NAB Employe-Employer Relations Committee, meeting in Washington. Front row (l to r): Frank King, WMBR Jacksonville; A. D. Willard Jr., NAB executive vice president; John Elmer, WCBM Baltimore, chairman; Fred W. Borton WQAM Miami; Frank White, CBS. Back row: Harry LePoidevin, WRJN Racine; Calvin J. Smith, KFAC Los Angeles; William Fay, WHAM Rochester; Howard Lane, Field Enterprises; Ivar H. Peterson and Milton J. Kibler, NAB assistant directors of Employe-Employer Relations Dept.

Richard P. Doherty to Direct NAB Employe Relations Dept.

RICHARD P. DOHERTY, head of the economics department at Boston U., School of Business Administration, and known for his labor mediation activity will head the NAB Employe-Employer Relations Dept.

Mr. Doherty accepted the position Friday in conversations with A. D. Willard Jr., executive vice president, at the NAB headquarters.

Monday Meeting

Endorsement of Mr. Doherty as department head was given by the NAB Employe-Employer Relations Committee at a one-day meeting held last Monday. The meeting originally had been scheduled to run two days, but the committee was able to complete all its business by Monday midnight.

The department has been manned by two assistant directors since the first of the year. They are Milfon J. Kibler and Ivar H. Peterson. Mr. Doherty assumes a new position authorized last winter by the board to succeed the post of labor relations director, previously held by John Morgan Davis, Philadelphia attorney, who resigned last year.

Since 1941 when the Industrial Relations Council of Metropolitan Boston was organized, Mr. Doherty has been executive director. The mutual labor-management group has been active in settling labor disputes among its members through arbitration and conciliation services. Council members are business executives and labor union officials in the Boston area.

For two years he has served as director and moderator of the weekly *Radio Forum* series on WEEI Boston, having initiated the labor-management forum as a candid, ad lib broadcast of timely industrial relations problems.

Mr. Doherty's university work is chiefly in the Graduate School of Business, specializing in industrial relations, business research and business economics. He has been director of research, Boston U. Bureau of Business Research, as well as economic and research consultant to private companies, trade associations and governmental agencies. He is the author of three books on business economics. Among

(*Continued on page 88*)

Film Will Take Video Programs

New du Pont Product Makes Possible 16 mm Movies

DEVELOPMENT of a 16 mm motion picture film to record television programs direct from a monitor or viewing tube was announced last week by E. I. du Pont de Nemours & Co.

The film, said to have been developed with the assistance of Du Mont Laboratories Inc., was described as possessing special sensitivity which permits a camera operator to reduce the camera aperture, thus presenting a clearer picture than possible before. Fast films used in the past lost detail, it was said, and slow ones lost light values.

Harry Millholland, Du Mont photographic expert, reported that he had worked with du Pont engineers in experimenting with taking pictures off video screens and that the new film proved to be the best so far discovered.

The du Pont film was said to combine qualities of speed with fineness of grain, a combination of special usefulness to television recording.

ANA Analysis

ASSOCIATION OF NATIONAL Advertisers has made available to members an analysis of Federal Trade Commission findings and court decisions under the Robinson-Patman Act. The seven-page report also summarizes the decision or finding.

Co-Ops Add 20

LAST WEEK 20 new sponsors were added to list of advertisers on eight ABC co-op programs over 18 stations. *Powers Charm School of the Air* added seven sponsors on five stations, Martin Agronsky and *Baukhage Talking* each added three sponsors on three stations, while *Harry Wismer's Sports Show* and *Ethel & Albert* each added two sponsors on two outlets. Raymond Swing-Elmer Davis, *Kiernan's Corner* and Cliff Edwards each added a sponsor.

37% OF SHOE SALES CAME FROM WLEE!

There's a store* in Richmond that sells children's and adults' shoes. On a recent Friday afternoon, they used time on WLEE to suggest that mothers bring the children in on Saturday (no school) to buy new shoes. The owners checked every sale. Of all the shoes sold that Saturday, to both children and adults, the store traced 37% directly to the WLEE advertising of the day before. Total cost of advertising—$12.50. The store's only radio schedule is in on WLEE.
Use WLEE in Richmond
...it's the hard-working station.

*Name on request

W-L-E-E IN RICHMOND

Tom Tinsley, *Director* **Irvin G. Abeloff, Gen. Mgr.** *Represented by* **Headley-Reed**

Experts Reflect on Dissolution of CAB . . . .

NBC Researcher Urges New Study of Hooper's Method

By H. M. BEVILLE JR.
NBC Director of Research

WITHDRAWAL of the Cooperative Analysis of Broadcasting from the program rating field several months ago and its dissolution should be of considerable concern to those interested in radio audience measurement. My "concern" is not intended to imply widespread mourning over the passing of this important pioneer in radio research.

On the contrary, the elimination of CAB ratings has cleared the research battlefield to permit a fresh appraisal of the coincidental telephone technique as developed by its foremost practitioner, C. E. Hooper. What I am gravely concerned about is that there is no group representing various elements in the industry now prepared to take on the principal research problem facing broadcasters today, i.e., development of a method to estimate accurately the size of individual program audiences.

Although I wasn't present, I'm sure that the advertising manager of the Queensboro Corp. on the morning of August 29, 1922 after the first commercial broadcast on WEAF asked, "How many people heard our program last night?" If he didn't, then I'm sure he's the only advertising manager using radio who has not asked that question—certainly it's asked hundreds of times a day now.

WITH the death of CAB what lies ahead for radio audience measurement? Hugh M. Beville, who has been with NBC since 1930, offers herewith some thoughtful consideration of the kind of audience measurement radio needs most, and what kind of organization can best do it. As research manager of NBC before the war, Mr. Beville was credited with the first nationwide study of daytime audience listening habits and the first comprehensive analysis of summer and winter listening habits. As a lieutenant colonel during the war, he was chief of counterintelligence for Gen. Courtney Hodges' First Army.

Mr. Beville

What has radio research done to help answer this question? In the early years, considerable attention was devoted to radio-set ownership—how many families owned sets and where were they? Once that question was answered, the industry concentrated on measuring the areas served by stations, plus a few studies of broad listening habits. None of these, however, was related to the individual program. Although generally helpful to the buyer of radio time, they did not satisfy the "how many listeners do I have?" question.

Then came the golden era of ratings. Coincidental telephone ratings proved to be such a simple, flexible and understandable technique that in recent years Hooperatings have become a sort of gospel. This is unfortunate because it has resulted in treatment of rating figures as the end result when they were never intended to be anything but indices. Nor are they even projectable indices which enable you to obtain program-audience figures.

In fact, present-day misuses and misinterpretation of ratings figures appall most research men. Yet, the research fraternity must take the major blame for this situation, for they as technicians have failed to provide adequate statistics for the buyer and seller of time and talent.

There are some station and agency people who feel that BMB is going to furnish the missing sequence in this picture. A radio executive of a large agency recently told me that he expected to be able to project ratings to BMB figures. In other words, if he had a rating of 10 on two stations in the same town and Station "A" had a BMB audience of 100,000 and Station "B" had a BMB figure of 200,000 radio families he would estimate that he had twice as many listeners on Station "B" as on Station "A".

Fallacious Use

This, of course, is a completely fallacious use of both the rating and the BMB figure. BMB does not supply figures which will serve as a base for projections. BMB's sole function at present is to furnish station audience figures on a listening-once-a-week basis. On the other hand, by measuring county-by-county listening to stations, BMB can be refined so as to furnish the "missing link" for projection of ratings.

Several months ago a special three-man committee was appointed by CAB to make recommendations regarding the kind of rating service needed by the industry. The first and most important recommendation of this committee was that a continuous program rating service should supply "a measurement in absolute terms; i.e., a rating which can properly be projected against the total number of radio homes in the area reached by the stations carrying the program. This requires a properly stratified national sample, giving proper weight to urban centers, small

(Continued on page 81)

Research Groups' Pioneering Is Cited by MBS Executive

By E. P. H. JAMES
Manager, Sales Operations, MBS

DURING the past few months the spotlight of publicity has been playing strongly upon the whole field of radio audience research, and particularly upon the various program rating systems.

With sometimes disarming frankness, the proponents of various research systems have pointed out each other's faults and perhaps washed a certain amount of soiled linen in public. The special three-man committee appointed to study the CAB operations also put its finger on some of the shortcomings of program audience research, and following publication of this committee's report, some of these criticisms were re-hashed and given further publicity in the "battle of the rating services."

Healthy Sign

From the internal point of view it is undoubtedly a healthy sign that the radio advertising fraternity is willing to criticize itself and examine its own shortcomings. From the standpoint of advertising as a whole, however, it is possible that broadcasting may have done itself an injustice during the recent controversy. To the layman or the advertiser not versed in radio, the impression may well have been given that program audience research is in a state of confusion and never was much good anyway. And yet the fact is that program audience research not only has done a great job within the broadcasting field itself, but in many respects led the way for all media research during the last 15 or 20 years.

Starting in the early days of broadcasting, the efforts of advertisers, agencies and broadcasters to evaluate their programs in terms of audience gave birth to ideas which were later adopted by the older mediums of advertising. When broadcasters began to study listeners to their programs, they aroused the interest of advertisers using printed mediums in the determination of the number of readers who saw their individual advertisements. Straight circulation figures were no longer acceptable, any more than radio ownership was acceptable as a measure of network total circulation. Crossley ratings and Hooperatings helped to establish the standing and importance of readership ratings for magazine and newspaper advertising.

Personally, I see no analogy between the CAB and the Audit Bureau of Circulations—the nearest thing to ABC in radio is BMB—but I think it is a matter of record that the Cooperative Analysis of Broadcasting was indeed the pioneer in regular measurement of relative circulations of individual "advertisements" as distinct from the measurement of the total circulation of an advertising medium.

As I recall it, the ball started to roll, back in 1929, when Archibald Crossley made a study of listening to selected programs and prepared a preliminary report to show how results of such a study could be presented. He was successful in arousing the interest of the Association of National Advertisers, and the next year, 1930, the Cooperative Analysis of Broadcasting was started with ANA backing.

At first the results were kept a more or less closely guarded secret by the subscribers, but it was inevitable that the advertising agencies concerned with the programs being studied should also be recipients of the reports and eventually the American Assn. of Advertising Agencies joined in the sponsorship of the CAB.

The CAB figures were still restricted to advertisers and agencies but inevitably they again leaked out and from time to time appeared in trade paper news items. By a normal process of seepage, the Crossley figures became available to the sales representatives of the various networks and it was eventually decided to permit the networks to share in the sponsorship of the CAB and to receive the regular reports. So, by a process of evolution, the idea of tri-partite sponsorship of research in radio was developed. It did not spring forth full blown, but grew because

IT WOULD be hard to find anyone more qualified to talk about the history of radio research than "Jimmy" James. Jimmy got into radio away back in the days when NBC was just talking about moving uptown in New York from 195 Broadway to 711 Fifth Ave. when Radio City was not even on an architect's drawing board. As advertising and promotion manager of NBC from the very beginning of network radio and subsequently in comparable executive posts with Blue and Mutual, Jimmy has watched and assisted the development of radio research through the years, giving his comments on its growth a unique significance.

Mr. James

(Continued on page 80)

...in SOUTHERN CALIFORNIA

there's no news like... .

KLAC *Daily News*

because **IT INCLUDES:**

- ★ **LOS ANGELES DAILY NEWS** *for local coverage*
- ★ **ASSOCIATED PRESS** *for world coverage*
- ★ **UNITED PRESS** *for world coverage*
- ★ **NEWSCASTS** *on the hour every hour*

Plus

- ★ **"MOBILE" McNAMARA'S** *"on-the-spot" news*

KLAC

"FIRST" ON THE DIAL AT 570

LOS ANGELES

REPRESENTED BY: ADAM YOUNG JR. ★ NEW YORK ★ CHICAGO

Mamma'

a' got an Audition with Jim

And why not? There's nothing so unusual about a cow on a radio program—when it's Jim Chapman's *Modern Farmer*. Jim not only knows how to talk *about* cows but how to talk *to* them.

For that matter there's very little about agriculture that Jim doesn't know. A Kansas farm boy, he has worked side by side with farm folks all his life and he knows their problems from "spring plowin' to Saturday night".

When Jim Chapman became WTAM Farm Director, a year ago, he already had nine years of farm broadcasting behind him. As *The Modern Farmer* he has brought to Northern Ohio a program of lasting service and real interest. Interviews with agricultural experts, market reports, news headlines, farming tips and music are the highlights of *The Modern Farmer* program presented each Monday through Saturday from 6 to 6:45 A.M.

Jim Chapman is just one of the many local personalities at WTAM who have built such devoted audiences in Cleveland and Northern Ohio that sponsor-loyalty just naturally follows.

FIRST IN CLEVELAND

WTAM NBC

50,000 WATTS

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

WRRF

IN THE HEART OF
THE BRIGHT LEAF
TOBACCO BELT

SOON 5000
WATTS

930 KC
1000 WATTS

ABC NETWORK

A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increase year after year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

FORJOE & CO.
National Radio Representatives
NEW YORK . CHICAGO
LOS ANGELES

★

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina

Novel Mines 'Hucksters' Vein Again, Yields Only Literary Slag This Time

PLEASE SEND ME, ABSOLUTELY FREE, by Arkady Leokum (Harper & Bros., $2.50)—Reviewed by EDWIN H. JAMES.

WHETHER by telepathy or by crasser happenstance, a number of sensitive young men of radio and advertising have been busy in recent months with a common and apparently irresistible project, to write a novel "exposing" their business as shameful, their associates as bullies, neurotics or obsessionists devoted to intricate sexual rites.

Three such novels already have appeared. First was Frederic Wakeman's *The Hucksters* [BROADCASTING, May 27] which has since sold with the phenomenal success of a *Gone With the Wind.* Next was Fielden Farrington's *The Big Noise* which emerged untimely from the bindery soon after Mr. Wakeman's tale. *The Big Noise* made hardly a whisper in the bookmarts by comparison with the clamor which its predecessor had aroused. The third was published last week.

This one is called *Please Send Me, Absolutely Free* and was written by Arkady Leokum, a 30-year-old copywriter who last week, at least, was still working for Lennen & Mitchell, a respectable New York advertising firm. If the public takes no more kindly to his book than this reviewer did, Mr. Leokum had better not quit.

Wakeman People

Inevitably Mr. Leokum's work will be compared with Mr. Wakeman's to the detriment of the former. Like *The Hucksters, Please Send Me, Absolutely Free* is the account of a young man (by more than coincidence approximately of the author's age) who climbs rapidly by walking on one body and then another to a spectacularly successful position in an important agency. There are in *Please Etc.* the same neurotic agency boss, the same ogreish soapmaker-sponsor, the same glandular women of casual morals that inhabit *The Hucksters.*

But although in Mr. Wakeman's book some of the characters were constructed with a certain depth of understanding, in Mr. Leokum's they are invariably flat.

Gene Winters, Mr. Leokum's questionable hero, is a Brooklyn boy who leaves "Metropolitan University" (Mr. Leokum himself attended the City College of New York) to accept the uninhibited hospitality of a Greenwich Village school teacher who, convinced temporarily of his genius, supports him so that he, unencumbered by worldly travail, may Write.

Following this artistic period Gene becomes a $15 a week hireling at "one of those slightly less than medium size agencies that abound in New York and which exist in a strange state that is now certainty itself, now panic and disaster." It is only a matter of time until Gene goes to work for Prentice B. Thayer, the head of Scott, Cronin Co., as copy chief at the modest starting wage of $35,000 per year. Thayer ran a one-man show and was the complete dictator of his agency. "But it wasn't . . . the stultifying domination of Mr. Thayer that gave to Scott, Cronin Company the sickening atmosphere of a bloodless, parasitic organization," Mr. Leokum writes. ". . . There was a power and a force towering over them that seemed to make effort foolish, thought wasted, creation futile . . . that force was one man, Thaddeus Hopkins Spencer."

Mr. Spencer, you see, was the owner of Continental Soap Co., which spent $14 million a year in advertising, all of it placed through Prentice B. Thayer. Spencer is to Thayer as Evan Llewellyn Evans was to Kimberly in Mr. Wakeman's book. There is reason to believe that Mr. Wakeman and Mr. Leokum may have used the same models, for Mr. Leokum once worked for Foote, Cone & Belding, where Mr. Wakeman was an account executive before the war.

Fired with a new desire to Do Something when the war starts, Gene proposes to Thayer a public service hate campaign to arouse the people against the Axis. Mr. Thayer refuses the suggestion on the discouraging grounds that "Those men, the 'enemy" as you call them, scientists, businessmen, the people themselves, they're going to be our customers again." Gene quits his job in disgust, and that is where Mr. Leokum leaves him.

The ending of *Please Send Me Absolutely Free* is not unlike that of *The Hucksters.* The heroes of both books are left jobless, loveless but at last clean in spirit.

Harper & Bros. last week was advertising *Please Send Me, Absolutely Free* as "a real novel: a sympathetic portrait of a genius caught on a merry-go-round; a whale of a tale about a right nice guy and a right nice girl fighting their way through a crowd of phonies." It sounded almost as though Gene Winters had written that copy himself.

Clipped Script

HAS a censor ever been censored? Not exactly, but Byron Price, wartime head of the Office of Censorship, got the blue pencil recently during a special ABC program commemorating the 20th anniversary of sound motion pictures. When a previous speaker ran over, Mr. Price's script was tailored to remaining time, as he smiled knowingly.

GET ON THE BALL, men! Croquet game was organized during an intermission of a general sales meeting of General Electric's nine district sales managers, reviewing commercial plans of GE transmitter, specialty, tube and receiver division at Syracuse, N. Y. and Bridgeport, Conn. Players are (l to r): R. L. Hanks, Boston; R. P. Van Zile, Cleveland; T. B. Willard, Atlanta; T. B. Jacocks, Philadelphia; H. J. Mandernach, New York; G. S. Peterson, Chicago; Arthur Brandt, GE electronics sales manager; R. J. Meigs, Kansas City; W. M. Boland, San Francisco; W. M. Skillman, Dallas.

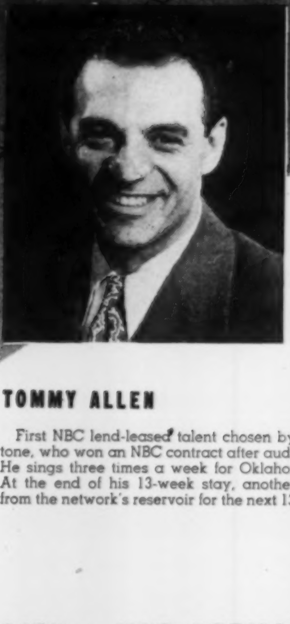
WKY FIRST!

To Tap Reservoir of NBC Networthy Talent!

Because WKY visualized the advantages and was an advocate of a farm-out system for a network's promising talent, NBC chose WKY with which to inaugurate a lend-lease plan devised by NBC's Niles Trammel and Clarence L. Menser.

Under the plan, WKY takes its pick of new, fresh, on-the-way-up talent from NBC's huge backlog, gives it schooling and commercial program experience under direction whose high standards are well known both to NBC and the industry.

WKY commends NBC for this progressive innovation under which its affiliated stations, their listeners and sponsors all will benefit together with NBC and its talent recruits.



TOMMY ALLEN

First NBC lend-leased talent chosen by WKY is Tommy Allen, baritone, who won an NBC contract after auditioning on "Welcome Home". He sings three times a week for Oklahoma Gas & Electric Company. At the end of his 13-week stay, another NBC comer will be chosen from the network's reservoir for the next 13-week cycle.

WKY—OKLAHOMA CITY ✦ NBC AFFILIATE ✦ 930 KC.
Owned and Operated by the Oklahoma Publishing Co.
The Daily Oklahoman and Times ✦ The Farmer-Stockman
KVOR, Colorado Springs ✦ KLZ, Denver (Afil. Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY

HERO TURNER
WWVA Announcer Rescues Three From Drowning

WHAT started out as a swimming lesson would have ended in drowning for three persons Aug. 4 had it not been for Walt Turner, veteran announcer of WWVA Wheeling, W. Va., who brought them all to safety.

On a picnic and fishing trip at Wills Creek near Coshocton, Ohio, Mrs. Lillian Turner, Mr. Turner's wife, undertook to teach a friend, Mrs. William H. Jones of Zanesville, Ohio, to swim. Slipping into a deep hole, Mrs. Jones pulled first Mrs. Turner and then Mr. Jones in after her. Although he was fishing 500 yards upstream, Mr. Turner sped to the rescue and returned all three to the shore. Ten or more nonswimming fishermen stood by unable to help.

New Westinghouse Service to Provide Counsel on Progress in Electronics

TECHNICAL counsel in electronics developments affecting broadcasting will be given by a new nine-man organization set up by Westinghouse Industrial Electronics Division, Baltimore. Operating on a nationwide basis, the group of specialists will provide on-the-scene guidance to broadcasters under the direction of C. W. Miller, industrial electronics sales manager.

With wartime necessity crowding two decades of electronics development into a half-dozen years, Mr. Miller said, the average station operator or engineer finds it difficult to keep track of all phases of industry progress. Adding to the difficulty is the activity in FM and television as well as AM.

Mr. Saviers

Mr. Miller

"It is to afford every possible service to broadcasters harassed by these confused conditions that our new organization was conceived, special training conducted and men detailed to district offices," Mr. Miller said. "These men will form direct links between our electronics headquarters in Baltimore and the customer. Their chief stock-in-trade will be a complete and uptodate knowledge of the latest developments in our laboratories and manufacturing processes in our plant, providing a type of counseling service not now available in the field."

Among the specialists is George B. Saviers, pioneer broadcaster with Westinghouse since 1933, who received the Westinghouse Order of Merit in 1935 for making repairs at the bottom of the cooling lake at KDKA's Saxonburg transmitter with temperature just above freezing. Others in the group are E. S. Mielke, Boston; A. D. Foster, New York; C. C. Smith, Atlanta; A. D. Massey, St. Louis; W. U. Dent, Los Angeles; Albert Valente, Philadelphia; H. E. Toner, Pittsburgh; J. W. Stead, Chicago.

POLICE SERVICE EXPANSION PLAN

LONG-RANGE PLAN aimed at ultimate expansion of police radio service to all states and municipalities, including a revision of present allocation plan to provide facilities exclusively for the state police service, is under consideration by FCC.

The Commission said that because of rapid expansion of police radio systems "it appears necessary" to provide separate frequencies for state police systems and municipalities. The proposal is to allocate frequencies in the 30-44 mc band for use in a state police geographical assignment plan and to require a majority of municipalities to operate in the 72-76 and 152-162 mc band where technically feasible.

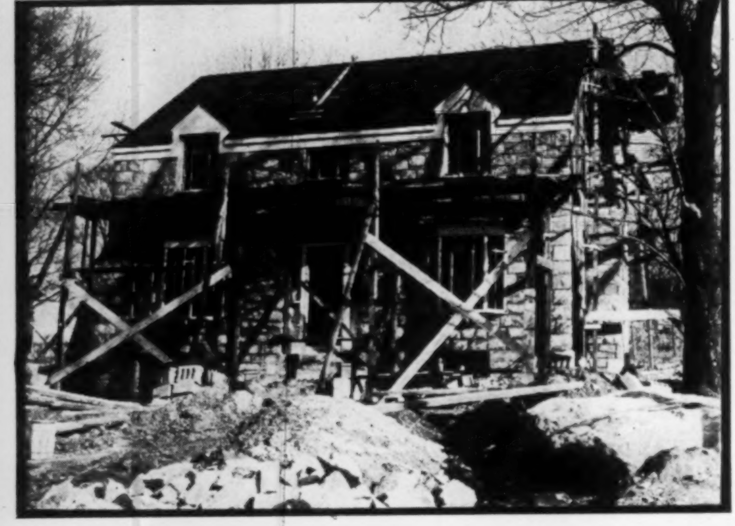
The plan was outlined in a Public Notice clarifying FCC's June 12 statement that, except after special showings, applicants for new municipal police and municipal fire radio stations will be required to use frequencies in the 152-162 mc band. FCC said existing systems probably will be allowed to operate in the 30-40 mc band "over a reasonable period" to allow for depreciation and will be given reasonable notice before a shift is required.

Don Lee Plans

ELECTRONIC combination of color and sound on a single carrier channel is three year research project announced fortnight ago by Harry Lubcke, Don Lee Broadcasting System's director of television. In research, Mr. Lubcke said he would use color film, slides and live subjects with sound being sandwiched between wave bands. Meanwhile he said W6XAO black and white operations would be stepped up this fall as result of new equipment.

Rates Settled

KFQD Anchorage, Alaska, has concluded negotiations with Alaskan Communications System, Seattle, for reduction in line charges from that city to Anchorage. ACS has approved new rate of $18 per quarter-hour with wire being leased only in 15-minute multiples.



DON'T WE ALL....

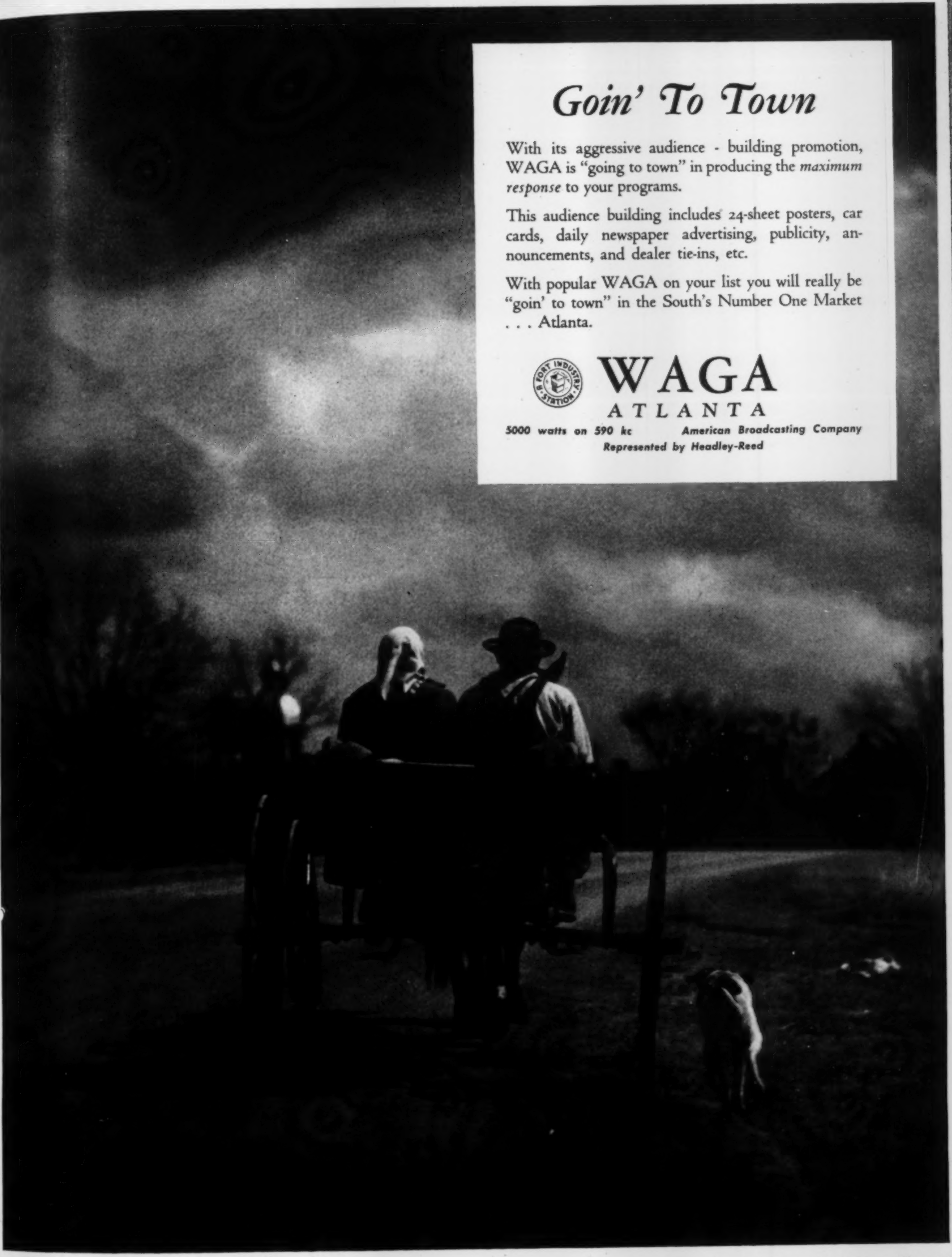
The desire that all of us have for a new home is leading to record sales figures in the building industry . . . In the Nashville area, annual sales of building materials were over the 17 million dollar mark before the war . . . Now, sales are growing enormously, giving employment to thousands of workers . . . This is just one example of the growing Nashville market that will be opened for you by WSIX . . . Make a full study of this potential sales territory—then let WSIX do the selling.

AMERICAN • MUTUAL
5,000 WATTS
980 K.C.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three:
MARKET, COVERAGE, ECONOMY

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE



Goin' To Town

With its aggressive audience - building promotion, WAGA is "going to town" in producing the *maximum response* to your programs.

This audience building includes 24-sheet posters, car cards, daily newspaper advertising, publicity, announcements, and dealer tie-ins, etc.

With popular WAGA on your list you will really be "goin' to town" in the South's Number One Market . . . Atlanta.

FORT INDUSTRY STATION

WAGA
ATLANTA

5000 watts on 590 kc — *American Broadcasting Company*
Represented by Headley-Reed

HER HONOR, the Judge

Another of KDYL's Popular Public Service Programs

One of the nation's few feminine jurists, Reva Beck Bosone, Salt Lake's celebrated traffic court judge, opens her notebook for KDYL listeners each Tuesday and Thursday afternoon.

This informative program direct from her office helps foster greater public responsibility in law observance and traffic safety. It is another example of KDYL's alertness to serve the community.

The POPULAR Station

This and other features of unusual interest help make KDYL the *popular* station. For availabilities and further information phone, wire or write

John Blair & Co.
National Representative

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

REQUEST IS FILED BY DAYTIME GROUP

DAYTIME PETITIONERS Assn.'s request for fulltime use of the six Mexican 1-A channels on which its members now operate on a daytime-only basis [BROADCASTING, July 8, Aug. 12] was filed with FCC last Tuesday.

The petition requests (1) a general hearing and then a revision of rules to permit fulltime use of the channels under terms and provisions of the present NARBA, and (2) a recommendation from FCC to State Dept. that proposals to make these frequencies available on a fulltime basis be submitted to the NARBA conference convening in 1947. The frequencies are 730, 800, 900, 1050, 1220 and 1570 kc. U. S. nighttime use would be possible, the application asserts, without causing undue interference to the Mexican stations.

Members of the association are WACE Holyoke, Mass.; WCIF Madisonville, Ky.; WPIK Alexandria, Va.; WMGY Montgomery, Ala.; WCHA Chambersburg, Pa.; KCVR Lodi, Calif.; WAYN Concord, N. C.; WPAG Ann Arbor, Mich.; KVSM San Mateo, Calif.; Bluff City Broadcasting Co., Memphis, Tenn.; Mayfield Broadcasting Co., Mayfield, Ky.; Fred Jones Broadcasting Co., Tulsa, Okla.

Pittsburgh Organization Appoints MacWilliams

THOMAS J. MACWILLIAMS of Smith, Taylor & Jenkins agency is the newly-elected president of the Pittsburgh Radio and Television Club, which now numbers 115 members from radio and advertising agencies.

Other officers are: Carl Dozer, WCAE, first vice president; George B. Kimberly, Carnegie Tech Drama School, third vice president; Marie Wilk, WWSW, secretary, and Shirley Brown Levin, Julius C. Dubin Agency, treasurer. Directors are: Tom Price, WWSW; T. C. Kenney, KDKA; Frank W. Carne, Kaufmann's; Taylor Urquhart, W. Earl Bothwell Agency; Ron Taylor, Smith, Taylor & Jenkins Inc., and Richard C. Bachman, MBS.

Last Tuesday the club heard W. Ward Dorrell, station relations manager of C. E. Hooper Inc., discuss audience measurement.

Gillette Renews

GILLETTE SAFETY RAZOR Co., Boston, for second year has renewed its contract with ABC for sponsorship of *Cavalcade of Sports*, series which airs highlight sporting events of the year and Friday night boxing bouts from New York. Contract applies to full ABC network as well as 38 stations of CBC Dominion Network and is effective Sept. 6. Separate contracts are made for four broadcasts of *Cavalcade*, New Year's Day football games, Kentucky Derby, World Series, All-Star baseball game.

WITH APOLOGIES to the Lone Ranger, Ben Wolff, salesman of WEMP Milwaukee, shouts "Hi-yo, Silver!" and receives a shower of 79 silver dollars in honor of his 79th birthday Aug. 4. Emulating Jupe Pluvius is Hugh Boice, general manager of the station. WEMP also wants to know if any other station can dispute the claim of Mr. Wolff as the oldest active radio salesman in the business.

ILLEGAL OPERATORS SEIZED IN MIDWEST

DETECTED by FCC engineers, a family-operated radio station of approximately 50-w power, used to "spread the gospel" to southwest Nebraska and northwest Kansas, was off the air last week and three members of the family faced charges of illegally operating a station.

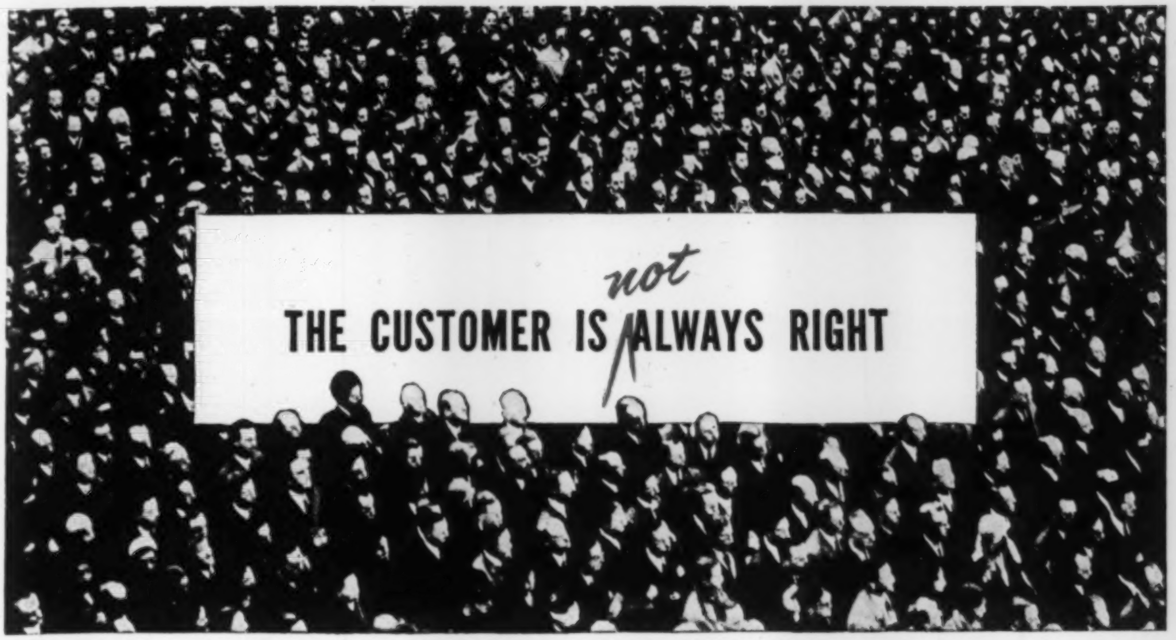
The station, using call letters KOGY ("The Kingdom of God is within you, at 1000 on your radio dial"), reportedly could be heard plainly within a 50-mile radius of its farmhouse studio-transmitter location near Trenton, Neb.

FCC headquarters in Washington had received no report on the incident last week, but news dispatches credited Commission Engineers Francis Thompson and Ray Holtz with locating the station. It was first heard by a monitoring station at Grand Island, Neb. on July 25.

G. F. Underhill, 70, on whose farm the station was located, and two sons, Earl and John, were arrested Aug. 9 during a broadcast, authorities reported. Mr. Thompson said the station was on the air from 12:15 to 1 p.m. daily, operated off a wind-charger and had its "studio" in a pantry; a "remote control studio," composed of a microphone at a piano, in the living room; the transmitter in the cellar and the antenna atop a barn. Programs, he said, included religious music, sermons and talks against tobacco and alcohol.

Assigned KHTB

KHTB are the call letters assigned to the Houston, Tex., station granted July 18 to Fred Weber, E. A. Stephens and William H. Talbot under the name of Texas Broadcasters. The partners own WDSU New Orleans. The Houston station will operate on 1590 kc, 1 kw fulltime directional antenna night.


THE CUSTOMER IS not ALWAYS RIGHT

Not in the broadcasting business, anyway.

To be frank, our first allegiance lies with the men and women and children who listen to our programs. That was the general idea, many years ago, when Westinghouse Radio Stations pioneered the development of modern broadcasting. It's still the idea today.. crystallized, even stronger. Unless we give the public the information, entertainment, education, and inspiration that the public wants, we have failed in our task.

It may seem strange to tell this story, on this page, to present and potential sponsors. It may seem impertinent and un-businesslike to say that if *your* program fails to meet *our* standards of service to the public, we don't want your business. But it's the truth. And we are convinced that far-sighted advertisers will agree. Because by setting standards high, and keeping them there, all three parties benefit: sponsor, broadcaster, and public.

WESTINGHOUSE RADIO STATIONS Inc

WBZ WBZA KYW KDKA WOWO KEX

Represented Nationally by NBC Spot Sales—Except KEX • KEX Represented Nationally by Paul H. Raymer Co.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

K
C
W
B
K
S
H

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

NEW MOLINE OUTLET PLANS EARLY START

STATION under construction at Moline, Ill., was assigned call letters WQUA last week at the request of the permittee, Moline Broadcasting Co.

Mr. Rosene

The call letters signify "the quad-cities of Moline, East Moline and Rock Island, Ill., and Davenport, Iowa," the area to be covered by the station. Operating on 1230 kc with 250 w, the station expects to start full time operation early in September.

Marvin L. Rosene, former national sales manager of WHBF Rock Island until his resignation Aug. 1, has been named sales manager of WQUA. He joined WHBF in 1937 and served four years in the Army, two of them as an air base signal officer in the Aleutians. He was released as a captain.

Bruff W. Olin Jr., president-treasurer of the Moline Broadcasting Co. and general manager of the station, announced appointment of Howard H. Wilson Co. as national representative.

JAYCEES COMMEND VA. BROADCASTERS

VIRGINIA broadcasters are publicly thanked and commended for their public service in a resolution adopted by the Board of Directors of the Virginia State Junior Chamber of Commerce.

Copies of the resolution, which expressed appreciation for the cooperation of Virginia radio stations in public service programs of the Junior C. of C. were sent to T. J. Slowie, secretary of the FCC; Justin Miller, president of the NAB, and to Ray Jordon, president of the Virginia Association of Broadcasters. Letters from Robert A. Wilson, vice president of the Junior C. of C., accompanied the resolution, which follows:

> Be it resolved by the Board of Directors of the Virginia State Junior Chamber of Commerce that this organization express its appreciation to the radio broadcasting industry of Virginia for its past cooperation and support of the civic activities of the Virginia State Junior Chamber of Commerce and its affiliated local Junior Chambers of Commerce.
>
> And further, that it commend these radio stations for genuine contributions to the advancement of the general welfare through their assistance to the Junior Chamber's public service programs.

Power Awarded

GRANT to The Journal Co., licensee of WTMJ Milwaukee, for a new Class B FM station authorized by FCC last Friday [BROADCASTING, Aug. 12] was for 92.3 mc, with effective radiated power of 349 kw. Original announcement by Commission stated power was "to be determined by FCC" engineers.

WELCOME was extended to Frank M. Folsom, RCA Victor executive vice president, on the occasion of a visit to Hollywood. Glad hands are (l to r): Hal Maag, RCA Victor's regional manager; Sidney Strotz, vice president in charge of NBC Western Division; Mr. Folsom and W. Arthur Rush, RCA Victor artists' relations manager in Hollywood.

Ex-Radioman Labor Spokesman Claims AM 'Giants' Are Monopolizing All FM

"BIG BUSINESS interests—the monopoly corporations, the old-system standard (AM) broadcasting giants, and the big-money publishers and newspaper owners—aided and abetted by the FCC have taken FM from labor and the people, from small business and the veterans," an Omaha radioman turned labor spokesman declared last week.

Eugene Konecky, a member of the staff of WOW Omaha from 1923 to 1930, since then active in the labor movement as an editor and writer, made the charges of monopoly in a 48-page pamphlet published by the "Provisional Committee for Democracy in Radio," an organization whose headquarters are listed as a post-office box.

Tactical Maneuvers

The pamphlet, entitled "Monopoly Steals FM From the People," said that the efforts of labor and other progressive organizations to enter broadcasting through applying for FM had been nullified by "a series of tactical maneuvers" executed by established commercial radio groups to accomplish monopoly domination of FM.

Mr. Konecky said that the "tactics by which the big business interests jockeyed themselves far into the lead in the race for FM were as follows:

"1. To grab the best place in the FM 'ground floor.'

"2. To establish an early deadline for the submission of FM applications and thereby freeze out unprepared labor organizations, veterans and small business.

"3. To delay FM by technical means and to divert and discourage interest in FM.

"4. To eliminate anti-monopoly provisions in FCC rules and regulations concerning FM.

"5. By decreasing the number of available FM channels, reducing the area coverage of FM stations and increasing investment costs."

He accused the FCC of acting as the willing handmaiden to the entrenched interests. "The outstanding and irrefutable fact is that, had the FCC consciously, deliberately and dishonestly set out to serve the radio commercial monopoly and the monopoly interests as a whole, they could not have done a much better job than they did," wrote Mr. Konecky.

"Chairman Porter [Paul A., now OPA director] undermined Chairman Fly's [James Lawrence Fly, now an attorney in private practice] democratic policies in much the same manner as Truman has undermined FDR's policies."

Mr. Konecky urged labor groups to begin at once to "organize for democratic radio." He suggested the formation of radio cooperatives composed of labor unions and other community groups along lines already established by the Peoples Radio Foundation of New York, of which he was active in the founding and which is an applicant for FM in New York.

King of Denmark Gives Medals to Four in Radio

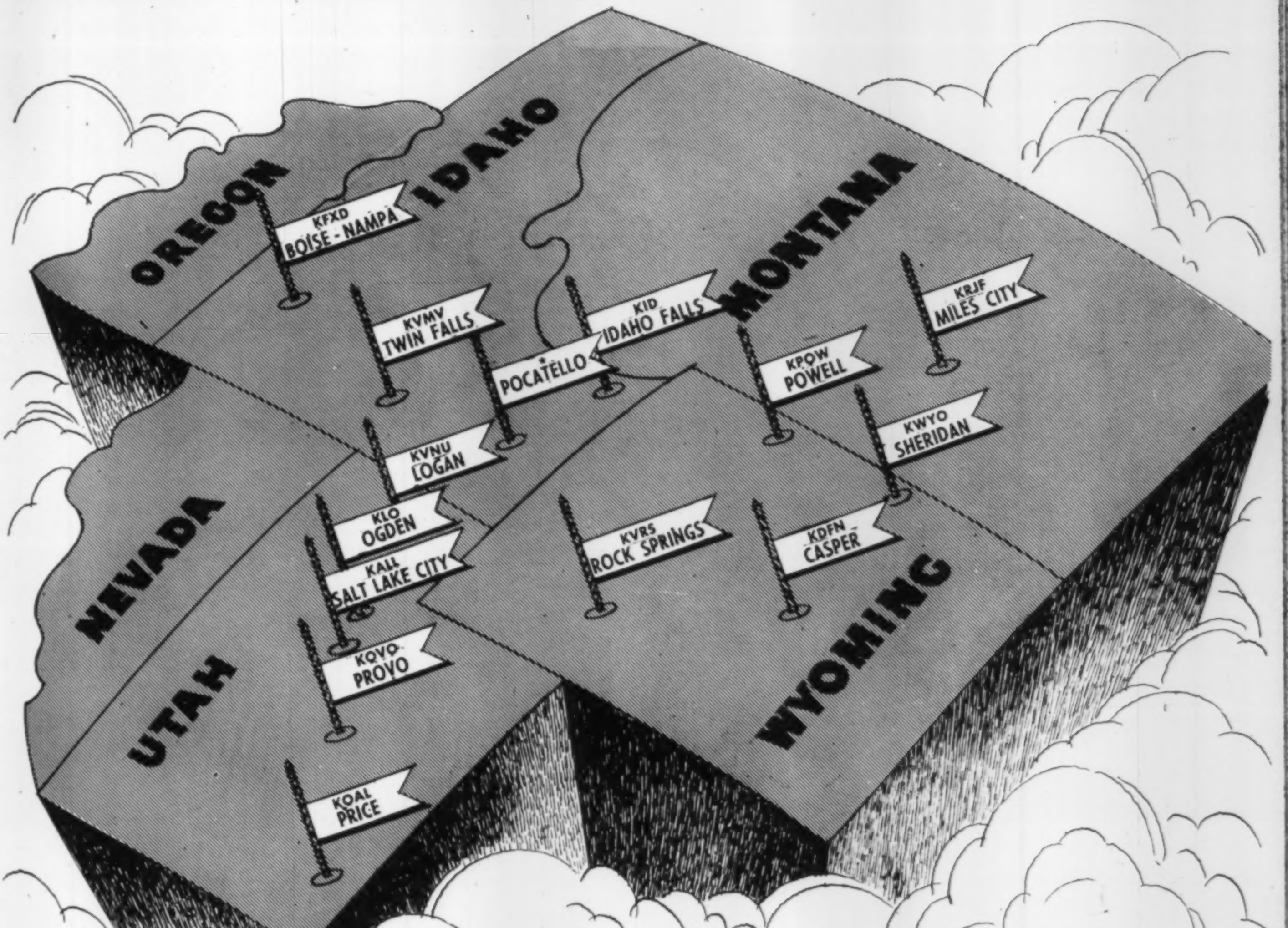
FOUR AMERICANS in radio are among recent recipients of medals of liberation from King Christian X of Denmark in recognition of contributions to Denmark's cause during the years of Nazi occupation.

They are: John V. L. Hogan, president of WQXR New York; Adam Lunce of the NBC International Division's Danish Section, and Sandra and Gerda Michael, sisters and radio writers. Gerda Michael who was recently with the OWI in Denmark collaborated with her sister in writing the last six months of *Against the Storm*, radio drama which won the 1942 Peabody award. Mr. Lunce's news broadcasts to Denmark were heard daily by King Christian and his cabinet.

NEW three story business office-studi building of WCOL Columbus, Ohio, i under construction at 195 E. Broad St

The only way to reach

THIS MARKET of A MILLION


OREGON
IDAHO
MONTANA
NEVADA
UTAH
WYOMING
KFXD BOISE-NAMPA
KVMV TWIN FALLS
POCATELLO
KID IDAHO FALLS
KRJF MILES CITY
KPOW POWELL
KWYO SHERIDAN
KVNU LOGAN
KLO OGDEN
KALL SALT LAKE CITY
KVRS ROCK SPRINGS
KDFN CASPER
KOVO PROVO
KOAL PRICE

When you buy Intermountain, you buy "on the spot" coverage—a network of progressive radio stations located strategically at population centers, to give you the only intensive radio coverage in four great western states. Thousands of miles of territory — but more important still, a market of a million people!

MUTUAL
KALL

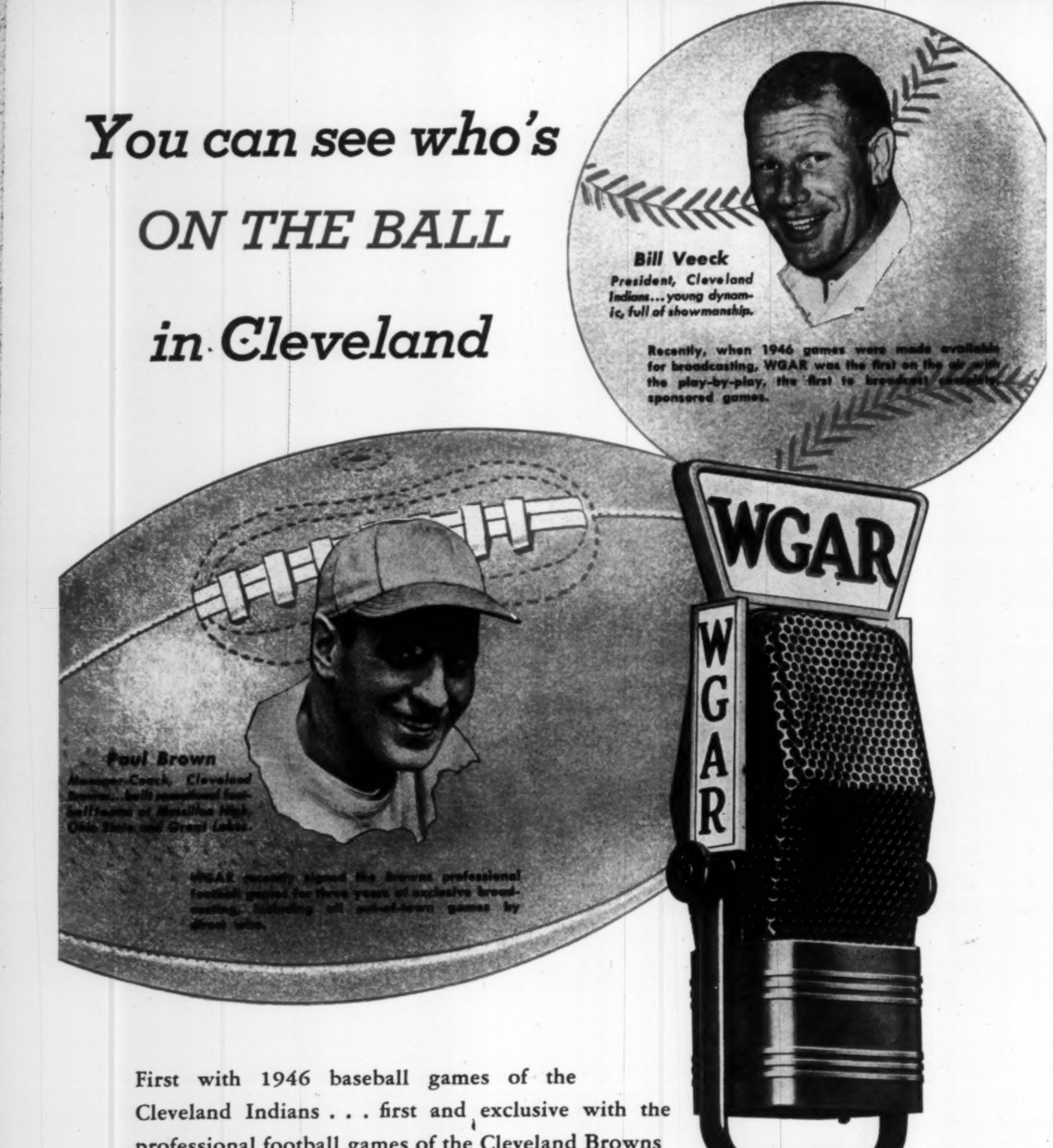
KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

The INTERMOUNTAIN NETWORK

LEWIS H. AVERY, Inc., National Representatives

New York • Chicago • San Francisco • Los Angeles

* Under construction



You can see who's ON THE BALL in Cleveland

Bill Veeck

President, Cleveland Indians... young dynamic, full of showmanship.

Recently, when 1946 games were made available for broadcasting, WGAR was the first on the air with the play-by-play, the first to broadcast complete sponsored games.

Paul Brown

Manager-Coach, Cleveland Browns... built sensational football teams at Massillon High, Ohio State and Great Lakes.

WGAR recently signed the Browns professional football games for three years of exclusive broadcasting, including all out-of-town games by direct wire.

First with 1946 baseball games of the Cleveland Indians . . . first and exclusive with the professional football games of the Cleveland Browns . . . *firsts, firsts, firsts* . . . in live musical programs, in public service broadcasts, in news and special events!

That's why advertisers, both local and national, choose WGAR *first* in Cleveland!

Free Speech Mike says: "Sports, like everything else American, thrive on honest competition . . . the traditional spirit that says . . . 'May the best team win!' "

Edward Petry & Co., Inc. — National Representatives

KFI
The
KFI
CAMERA
CLINIC

OVERCOME by the avalanche of beauty contest winners and poster girls sponsored by radio stations, BROADCASTING editors offer this layout as an August service to its readers. It's the end of the season boys. That's all till next summer.

Upper left: Four Florida poster girls interviewed by Marjorie Hart, women's news editor of WOAI San Antonio. The group includes (l to r) Weston Jayne, Anna Stewart, Miss Hart, Virginia Ann Williams, and Barbara Ann Minich.

Upper right: L. B. Wilson president and general manager of WCKY Cincinnati, congratulates La Vonne Bond, 22-year-old selected as Miss WCKY Cincinnati of 1946 and representative of the Queen City at the Atlantic City national finals in September. WCKY, holder of the Miss America franchise in that area for the fifth year, teamed with RKO Albee Theatre in conducting the local competition.

Lower left: Mary Henderson, entry of WRBL Columbus, Ga., in the annual Beauty Pageant at Columbus, walked away with dual honors in being selected Miss Columbus and Miss Georgia. She was presented with the winner's trophy by Billy Morton president of the Columbus Junior Chamber of Commerce.

Lower right: Photographic evidence that the West Coast grows them just as well appeared on *Camera Clinic* program of KFI Hollywood which selects the most photogenic amateur camera model of the year. Judged and judges (l to r) Hugo Scheibner, Hugo Scheibner, Inc.; Alice Ann Kelley, winner; Gene Lester, *Saturday Evening Post* photographer; Jean Leonard runnerup.

WKNB NEW BRITAIN NOW IN OPERATION

WKNB New Britain, Conn., was to go on the air yesterday afternoon (Aug. 18) with opening ceremonies and begins its regular broadcast schedule today. The 1 kw station operates on 840 kc.

"Emphasis will be placed on news, music, sports and coverage of local events," according to Walter M. Windsor, station manager. AP news will be heard every hour and plans are being made to cover New Britain high school football games. Studios are at 213 Main St., New Britain, with transmitter at Newington.

Julian Gross is president of the New Britain Broadcasting Co., licensee, with Harry W. Hatsing, vice president; William H. Ray, secretary; Mrs. Geraldine K. Ray, assistant secretary, and Chester Bland, treasurer. Directors include Joseph W. Roche and Ernest Brainard.

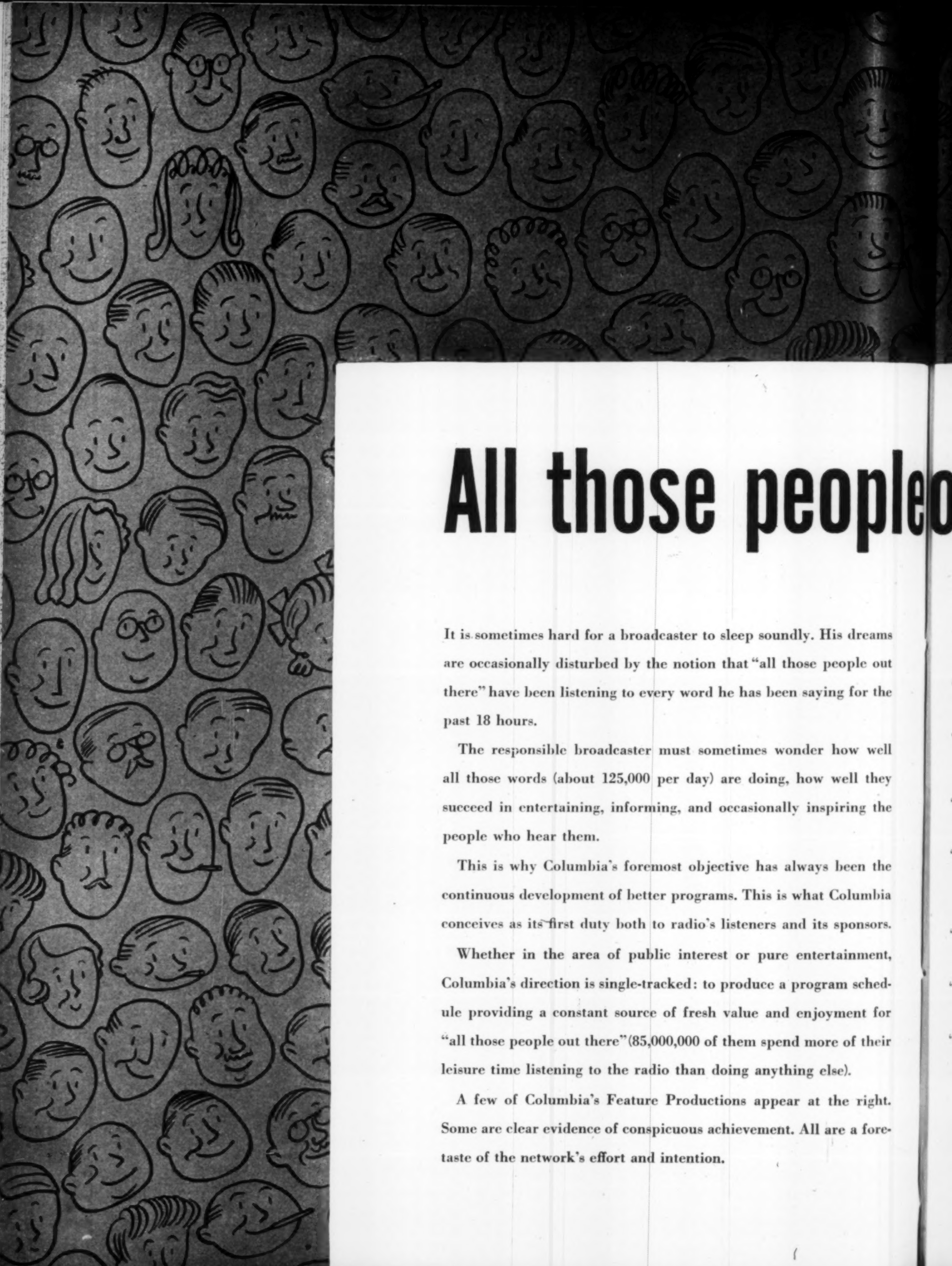
Sales staff consists of Frank J. Woods, William J. Lennehan and Peter B. Kenney. Maximillian Swoboda is chief engineer; David Scott, program director, and Phil Cross, news and sports chief.

Programs will include foreign language broadcasts in Polish, Italian and Swedish.

CBS Covers

CBS will broadcast exclusively the first postwar National Air Races from Cleveland, Aug. 30 to Sept. 2. Broadcast time will total four hours for the four days. To cover the various events, CBS will dispatch Red Barber, recently appointed director of sports, and Wells Church, acting director of news broadcasts, in joint charge of a staff of 12 announcers.

WINNER of the title of "Miss Chicago" is Gloria Leachman, Chicago radio actress who had previously won a station competition at WGN in that city and entered the city contest as "Miss WGN." Miss Leachman will carry the banner of Chicago and WGN to the national "Miss America" beauty finals to be held September 2-7 in Atlantic City.



All those peopleo

It is sometimes hard for a broadcaster to sleep soundly. His dreams are occasionally disturbed by the notion that "all those people out there" have been listening to every word he has been saying for the past 18 hours.

The responsible broadcaster must sometimes wonder how well all those words (about 125,000 per day) are doing, how well they succeed in entertaining, informing, and occasionally inspiring the people who hear them.

This is why Columbia's foremost objective has always been the continuous development of better programs. This is what Columbia conceives as its first duty both to radio's listeners and its sponsors.

Whether in the area of public interest or pure entertainment, Columbia's direction is single-tracked: to produce a program schedule providing a constant source of fresh value and enjoyment for "all those people out there" (85,000,000 of them spend more of their leisure time listening to the radio than doing anything else).

A few of Columbia's Feature Productions appear at the right. Some are clear evidence of conspicuous achievement. All are a foretaste of the network's effort and intention.

le out there...

"CBS Weekly News Review"
Sunday, 2:30 to 3 p.m. E.D.T.
Concise news summary of world affairs.

"Richard Lawless"
Sunday, 8 to 8:30 p.m. E.D.T.
Colorful drama of 17th Century England.

"The Jack Kirkwood Show"
(Starts August 25)
Sunday, 6:30 to 7 p.m. E.D.T.
The noted comic in a new show.

"Theatre of Romance" (sold)
Tuesday, 8:30 to 8:55 p.m. E.D.T.
Hollywood stars in famous film stories.

"Arthur Godfrey's Talent Scouts"
Tuesday, 9 to 9:30 p.m. E.D.T.
(Beginning August 27, 10 to 10:30 p.m.)
Coast-to-coast auditions for new talent discovered by loyal listeners.

"The Whistler"
Wednesday, 8 to 8:30 p.m. E.D.T.
Psychological mystery drama series.

"Suspense" (sold)
Thursday, 8 to 8:30 p.m. E.D.T.
Original thrillers with film stars.

"Crime Photographer" (sold)
Thursday, 9:30 to 10 p.m. E.D.T.
Pursuit of crime in a big city.

"That's Life"
Thursday, 10 to 10:30 p.m. E.D.T.
Comic experiences with trivial problems.

"Sweeney & March"
(Starts August 31)
Saturday, 7 to 7:30 p.m. E.D.T.
Satires on life by two leading comics.

"Let's Pretend" (sold)
Saturday, 11:05 to 11:30 a.m. E.D.T.
Dramatizations of childhood fantasies.

"Danny O'Neil and Guests"
Saturday, 8:30 to 8:55 p.m. E.D.T.
The romantic tenor in a variety show.

"Oklahoma Round-Up"
Saturday, 10:15 to 10:45 p.m. E.D.T.
Southwest folklore, songs, and humor.

"Cinderella, Inc."
Mon., Wed., Fri., 3 to 3:30 p.m. E.D.T.
The adventures of four housewives in a month's free visit to New York.

"Winner Take All"
Mon. through Fri., 3:30 to 4 p.m. E.D.T.
Quiz show tests winner's endurance.

"Give And Take" (sold)
Mon., Wed., Fri., 4:30 p.m., Sat., 10 a.m. E.D.T.
Pick a prize and try to win it.

The Columbia Broadcasting System

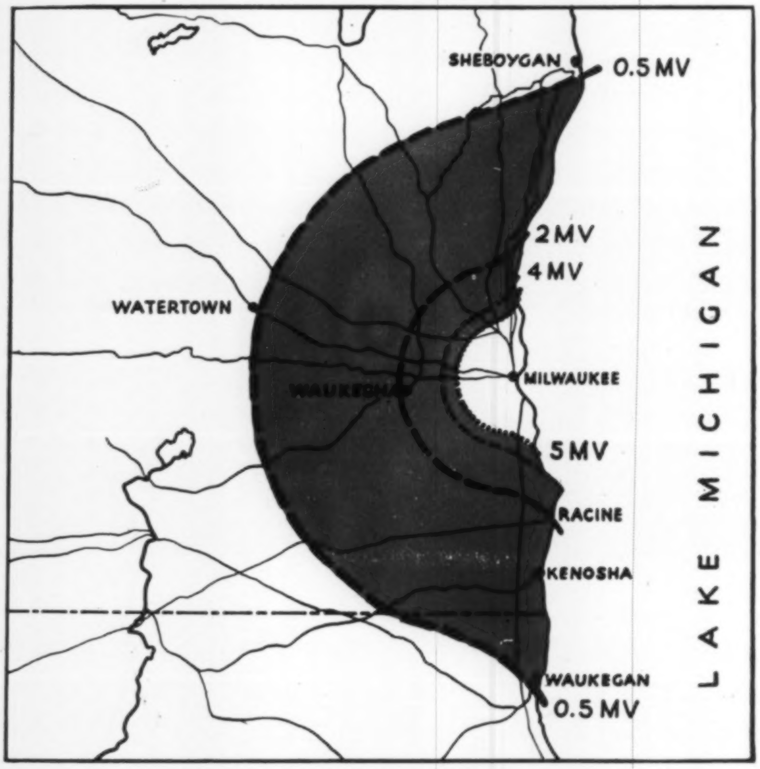
WFOX

MILWAUKEE

Wisconsin's **ONLY** *Clear Channel Station*

IS ON THE AIR!

860 KC



DAYTIME RATES*

15 MINUTE PROGRAMS:

	1 time	13 times Total Cost	26 times Total Cost	52 times Total Cost
WFOX:	$36.00	$ 451.75	$ 871.00	$1677.00
Milwaukee Station B:	40.00	494.00	936.00	1768.00
Milwaukee Station C:	60.00	741.00	1443.00	2652.00
Milwaukee Station D:	80.00	1040,00	1976.00	3748.00

1 MINUTE SPOTS:

	1 time	13 times Total Cost	26 times Total Cost	52 times Total Cost
WFOX:	$ 8.00	$ 97.50	$ 182.00	$ 338.00
Milwaukee Station B:	10.00	123.50	234.00	442.00
Milwaukee Station C:	17.25	224.25	426.24	807.56
Milwaukee Station D:	27.50	357.50	679.90	1323.40

** Rates of all Milwaukee stations taken from Standard Rate & Data*

NEARLY ONE-HALF OF THE RADIO HOMES IN WISCONSIN ARE IN THE ½ MILLIVOLT CONTOUR AREA OF WFOX **

WFOX

*** Estimated engineering contour prepared by McNary & Wrathall and accepted by FCC.*

WISCONSIN BROADCASTING SYSTEM, INC.
C. J. LANPHIER, V. P. & GENERAL MANAGER

EXCLUSIVE NATIONAL REPRESENTATIVES THE WALKER COMPANY

CIO Requests FCC To Compel ABC, KGO To Air Murray Talk

HOW MUCH public interest attaches to a pending labor election?

ABC and its KGO San Francisco were at odds with the CIO over that question last week, with a CIO executive appealing to FCC to "compel" the network and its San Francisco station to carry a scheduled transcribed talk by CIO President Philip Murray.

Donald Henderson, international president of the CIO Food, Tobacco, Agricultural and Allied Workers Union, charged that he and President Murray were "ruled off the air" by KGO at the last hour "despite a contract" and that Don Searle, ABC Western vice president, told him: "I do not propose to inflict Philip Murray on the people of the Bay Area."

Mr. Searle in a prompt denial replied: "The statement is not true. It is far from the truth and Henderson knows it. Philip Murray is not the issue. The issue is simply that the NLRB ordered an election of the cannery workers to decide whether the CIO or AFL should act as the bargaining agent."

Mr. Henderson said the program and Mr. Murray's talk were scheduled for last Monday and "deal with issues involved in an NLRB election covering 70,000 workers in the California canning industry, their families, and thousands of fruit and vegetable growers in the state." He contended that the election—which he said is the largest NLRB election since the Ford Motor Co. vote in 1941 and the largest ever held west of the Mississippi—"clearly commands a public interest fully within the definition of the Federal Communications Act."

Mr. Searle's statement said ABC's position was that "a labor problem of that kind within a single industry was not of sufficient direct interest to the listening public to warrant the broadcast."

The Commission, which received Mr. Henderson's charges on Tuesday, has asked ABC to present its side of the story.

Mr. Henderson's request urged "immediate action" by FCC "to secure compliance with the letter and the spirit of the Federal Communications Act and your orders and directives by compelling ABC and KGO to carry this program as agreed and committed by them. I further urge that you take these necessary steps before the end of this month in view of the fact that the NLRB election will take place before that time."

He told FCC that time for the program was reserved July 23 "with nature of program discussed and approved," and that final contract was signed and payment made on Aug. 6. He said Mr. Searle informed him one hour before the scheduled broadcast time that the program would not be carried.

GOOD WILL MESSAGES

Farmer Group Sponsors Sports Broadcasts for Consumers

ENTHUSIASTIC rural reception of its night baseball broadcasts is claimed by the Missouri Farmers Assn. of Columbia, Mo., which has chosen radio as a means of reaching its members with information about MFA feeds and other MFA services.

MFA is sponsoring broadcasts of evening games played by the St. Joseph, Mo., Cardinals in the Western Assn. They are carried by KRES St. Joseph, which also handles three newscasts a day for the MFA.

George Sparks, manager of the MFA Cooperative Grain and Feed Co. of St. Joseph, said the broadcasts also enable MFA to build better relationships with the consumers by telling city people, between innings, that they are now paying 16% of their income for food against 23% in 1935-39. MFA uses five other Missouri stations in its radio activities.

FM DEMONSTRATIONS at luncheon clubs and meetings in Syracuse, N. Y., have been scheduled by WSYR-FM, frequency modulation station of WSYR which went on the air July 9 with the first commercial FM for that city. At private demonstration in the office of the publisher of the *Syracuse Post-Standard* are (l to r): William Rothrum, WSYR program director; Lansing B. Lindquist, manager of WSYR-FM; Arthur J. Gordon, business manager of the *Post-Standard;* Ernest L. Owens, publisher of the *Post-Standard.*

Iowa's Dark Green Corn Fields Promise RECORD 1946 YIELD of 651,242,000 Bushels of Corn

Forecasts the U. S. Dept. of Agriculture

Iowa's Farm Markets Promise Record Returns To Smart Time Buyers Who Select —The Station That Covers Eastern Iowa's Rich Farm Area— *Completely . . .*

MASON CITY
SIOUX CITY
IOWA
WATERLOO
CEDAR RAPIDS
DES MOINES
OTTUMWA
DUBUQUE
CLINTON
DAVENPORT
ROCK ISLAND
BURLINGTON
CHICAGO
NEB.
ILL.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by
KATZ AGENCY

Member Mid-States Group

JOHN C. McCORMACK
Managing Partner

ANNOUNCES

effective August 1st
the appointment of

CECIL K. BEAVER
as

GENERAL MANAGER
OF

NBC KTBS

SHREVEPORT, LOUISIANA

NBC AFFILIATE Represented by EDWARD PETRY & CO.

KPAC

Deepest in the Hearts of Texans

MBS

BMB

Representatives
Sears & Ayer, Inc.

Newspaper Publishers Faximile Service Established by Radio Inventions Inc.

NEWSPAPER PUBLISHERS Faximile Service, promising the prospective facsimile broadcaster information that will, when he receives his transmission equipment, start him off "with a full working knowledge of its operation, tested techniques for preparing copy for broadcast, and a continuous supply of program material," got under way early this month when the first NPFS report was mailed to subscribers.

Conducted by Radio Inventions Inc., research laboratory headed by John V. L. Hogan, engineer, inventor and broadcaster (WQXR, WQXQ New York), NPFS offers publishers and others interested in facsimile a chance to underwrite experiments in its operating processes as Broadcasters Faximile Analysis, a group of some 20 broadcasters and publishers, underwrote the development of facsimile transmitting and receiving apparatus. BFA members are getting a substantial part of their investment back in the form of discounts on the purchase of their equipment, now being built by General Electric Co. to RI specifications. They will also be the first to receive this equipment when it is ready, probably early next year. Similar discounts on future developments of the laboratory may possibly be forthcoming to NPFS subscribers, according to the NPFS prospectus, which, however, makes no definite promises on this and expresses a reluctance "to talk about performance not already accomplished.

Test Reports

NPFS does promise its subscribers, however, full reports on "exhaustive tests" to be made by RI staff members and consultants with the new facsimile equipment "to develop its program capabilities and to discover its limitations." Experiments will cover the "best available type faces for facsimile reproduction, the most effective layouts, the uses of various types of art for illustration and the fastest and most efficient methods of making reproduction proofs with and without the use of type."

In addition, through an arrangement recently made with Press Assn. for the use of its feature material in facsimile transmission [BROADCASTING, Aug. 5] and through a similar arrangement now being completed with other services and syndicates, NPFS promises to supply its subscribers with program material processed and delivered "in final form, ready to place on the scanning drum for actual broadcast."

NPFS Service is available to anyone interested in facsimile broadcasting, not limited to purchasers of any particular type of apparatus, according to Elliott Crooks, RI director of newspaper relations, who pointed out that several companies, including Finch Telecommunications and General Electric, are active in the field. The industry is already in practical agreement as to operating standards, he said, and it is likely that they will be submitted for FCC approval before the end of the year.

NPFS rates run from $750 a year for newspapers with circulations of less than 25,000 and radio stations whose Class A hourly rates are less than $500, to $5,000 a year for newspapers with circulations of 400,000 or more and stations with hourly rates of $1,250 or more.

NAZIS TRANSMITTED TO SUBMERGED SUBS

USING a 1,000 kw transmitter with a novel antenna set-up, German naval headquarters was able to reach submarines submerged in the Caribbean according to a 14-page report on German communications development available at the Office of Technical Services, Dept. of Commerce.

Frequencies from 15 to 60 kc were used by the transmitter, with four RS-300 tubes in parallel push-pull. Antenna system, with efficiency ranging from 50% to 80% depending on frequency, consisted of three 820-foot towers arranged in a triangle. Each tower was surrounded by six 720-foot towers. A flat top was formed on each tower group, with the feed point in the center of the triangle. A ground resistance of 0.01 ohms for the system as a whole was attained through an extensive grounding system.

The transmitter was located at Calbe, Germany. Report on its details was prepared for the British Intelligence Objectives Subcommittee by Commdr. C. G. Lloyd. The report also covers facsimile, teletype, voice recording and tube manufacturing.

Another report to the Office of Technical Services covers a German cathode ray radar tube (Blauschrift) using a new type of dark tracing. Images could be retained for a considerable time or erased at will, it is said. A third report covers a marine courier system based on the Blauschrift tube. First report (PB-25653) is available in photostat $1 or microfilm $1; second report (PB-23089), photostat $1, microfilm 50 cents; third report (PB-23090), photostat $2, microfilm 50 cents. Check or money order, payable to the Treasurer of the United States, should be addressed to Office of Technical Services, Dept. of Commerce, Washington 25, D. C.

Ziv Adds 13

FREDERIC W. ZIV Co., Cincinnati, has placed transcribed quarter-hour "Calling All Girls" series on 13 new stations under local department store sponsorship. Contracts are for 52 weeks.

BUY WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS

HOOPER STATION LISTENING INDEX

AKRON — DECEMBER, 1945 THROUGH APRIL, 1946

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
MORNING INDEX • 8 TO 12 NOON, MONDAY THROUGH FRIDAY				
55.8	20.1	3.6	★15.4	★5.1
AFTERNOON INDEX • 12 TO 6 P. M., MONDAY THROUGH FRIDAY				
39.5	21.0	6.9	★25.9	★6.7
SUNDAY AFTERNOON INDEX • 12 NOON TO 6 P. M.				
31.1	22.6	9.1	★25.3	★11.9
EVENING INDEX 6 P. M. TO 10 P. M., SUNDAY THROUGH SATURDAY				
21.2	37.5	4.3	★35.3	★3.5
TOTAL RATED TIME PERIODS				
33.6	28.5	5.5	★28.2	★5.2

★Stations Located Outside of Akron

TOPS IN RADIO

Copyrighted 1946 WAKR

ABC NETWORK

5000 WATTS
Day and Night

★

WEED AND CO.
National Representatives

TASS GETS BREAK

Soviet Copy Is Passed By Error

MISINTERPRETATION of a directive issued by the American Communication Assn. (CIO) whose 300 Press Wireless Inc. members struck a fortnight ago placed Tass, the Russian news agency, in a favored position temporarily.

The union had directed its operators not to hold up "Government" transmissions, and some operators who were feeding Tass copy continued to send and receive for the Russian agency for about two hours after the strike was on. A flurry of protest from New York newspapers whose own copy was blocked brought a hurried clarification of the union's rule. "Government" was changed to "United States Government," and Tass was then throttled as were other services not government-owned.

Regis O'Donnell Named WINX Station Manager

REGIS C. O'DONNELL, commercial manager of WINX Washington for over a year, last week was named station manager, succeeding Wayne Coy in that position. Mr. Coy remains executive vice president of WINX Broadcasting Co., and assistant to the publisher of the *Washington Post*, WINX owner. He is also developing a metropolitan FM station and directing WINX experimental work in facsimile.

Before joining WINX, Mr. O'Donnell was manager of the *Post's* classified advertising department. L. C. Sweatt, member of the local advertising staff of the *Post*, succeeds Mr. O'Donnell as commercial manager of the station.

JOHN E. NORTH, former commercial manager, KANS Wichita, and vice president, Butler Paper Co., St. Louis, joins Taylor-Howe-Snowden as assistant to **TOM PETERSON**, Chicago manager.

A "SQUARE" DEAL for all when arrangements were completed for the Ford sponsorship of sporting events from Madison Square Garden, on CBS television [BROADCASTING, Aug. 5]. Seated are (l to r): Frank Stanton, CBS president; John R. Davis, Ford vice president in charge of sales and advertising; Ned Irish, Garden executive vice president. Standing: Henry Ford II, Ford Co. president; Ernest R. Breech, Ford executive vice president; William S. Paley, CBS chairman of the board.

F T C ESTABLISHING NEW SCANNING UNIT

SCANNING of radio continuities and publications for possible violations of trade practice laws will be handled by a new unit of the Federal Trade Commission under new procedure announced last week. The Radio & Periodical Division is abolished, with PGad Morehouse, its head, directing a new Stipulations Division.

FTC's reorganization is effected under a program designed to convert FTC into a "businessman's court," projected some months ago. Operation of the plan was held up pending an appropriation battle in Congress.

The Radio & Periodical Division had checked radio continuities and listened to broadcasts in a search for violations of the FTC Act and negotiated stipulations. The Legal Investigation Division now will scan all types of advertising for violations. It will make industry-wide inquiries preparatory to trade practice conferences or industry-wide enforcement action through stipulations and complaints. Division chief is James A. Horton, former head of the chief examiners division.

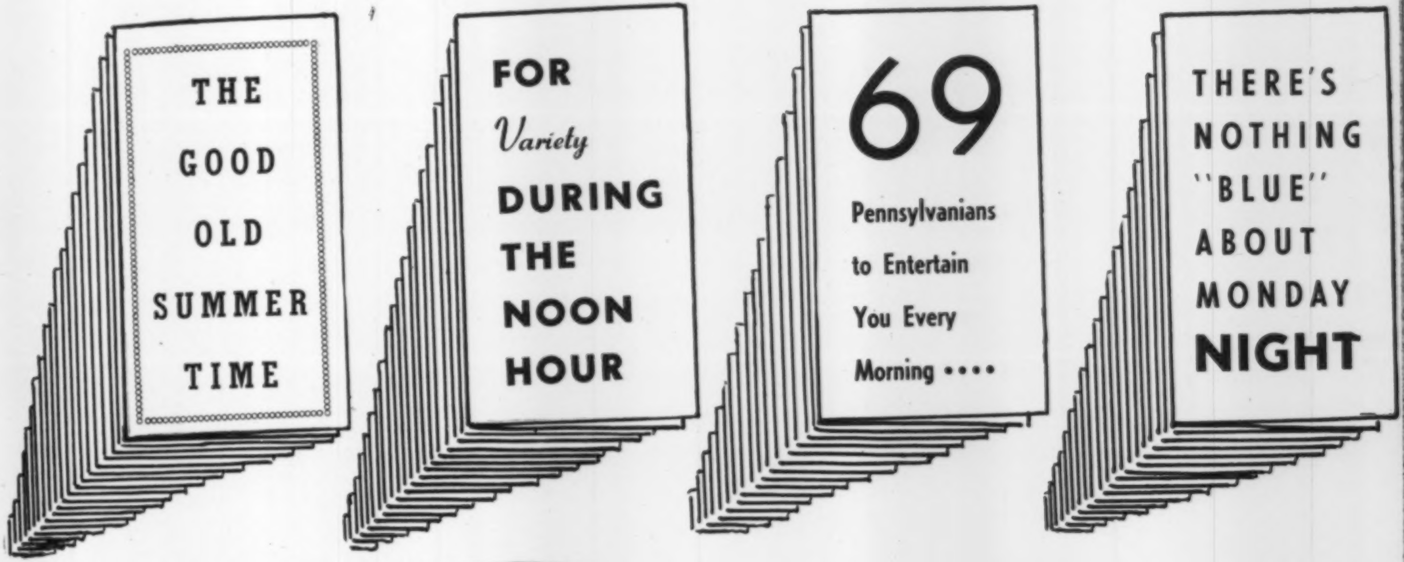
When the investigating unit selects a case as a possible violation, it will make a report to the Commission which will drop the case, refer it to the Stipulations Division or refer it to the general counsel for issuance of a complaint.

We're talking about the soaring CASH INCOME of tens of thousands of WIBW farm listeners. This is their sixth consecutive year of bumper crops, high prices, and bulging bank accounts . . . money that they're just itching to spend.

And this is the 20th year that these farm families have been loyal WIBW listeners—depending on us for countless valuable services and buying recommendations that are in their best interests. All of which adds up to the fact that WIBW is the result-gettingest medium in Kansas and adjoining states. And that ain't hay, either!

WIBW IN TOPEKA "The Voice of Kansas"
BEN LUDY General Manager
COLUMBIA'S OUTLET FOR KANSAS
WIBW, Topeka   KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC.   NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

NO POSTMAN'S HOLIDAY

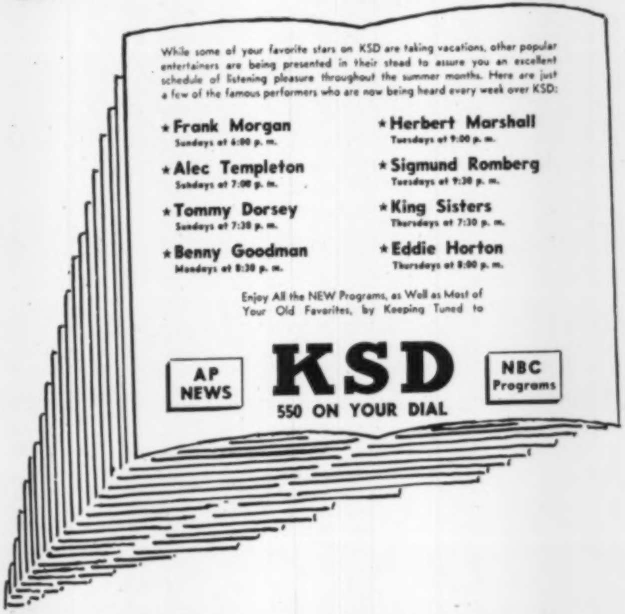


THE
GOOD
OLD
SUMMER
TIME

FOR
Variety
DURING
THE
NOON
HOUR

69
Pennsylvanians
to Entertain
You Every
Morning • • • •

THERE'S
NOTHING
"BLUE"
ABOUT
MONDAY
NIGHT



While some of your favorite stars on KSD are taking vacations, other popular entertainers are being presented in their stead to assure you an excellent schedule of listening pleasure throughout the summer months. Here are just a few of the famous performers who are now being heard every week over KSD:

- ★ **Frank Morgan** Sundays at 6:00 p. m.
- ★ **Alec Templeton** Sundays at 7:00 p. m.
- ★ **Tommy Dorsey** Sundays at 7:30 p. m.
- ★ **Benny Goodman** Mondays at 8:30 p. m.
- ★ **Herbert Marshall** Tuesdays at 9:00 p. m.
- ★ **Sigmund Romberg** Tuesdays at 9:30 p. m.
- ★ **King Sisters** Thursdays at 7:30 p. m.
- ★ **Eddie Horton** Thursdays at 8:00 p. m.

Enjoy All the NEW Programs, as Well as Most of Your Old Favorites, by Keeping Tuned to

AP NEWS

KSD
550 ON YOUR DIAL

NBC Programs

Every month 10,000 direct mailings are delivered to attract more and more listeners to KSD so that more and more people will hear the sales messages of KSD advertisers.

●

This is one of many KSD promotion activities designed to increase the "yield" of advertising dollars invested in KSD.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press —the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

FREE SPEECH
MIKE

F. C. C.
GRANTS
KMPC
50,000
WATTS!

THE WEST'S
GREATEST
INDEPENDENT

Will Become
GREATER THAN EVER

DIAL
710

KMPC

PAUL H. RAYMER CO., National Representatives

5939 SUNSET BLVD. ★ LOS ANGELES 28 ★ CALIFORNIA ★ TELEPHONE HOLLYWOOD 5341

THRESH IT OUT

WJR Brochure Suggests Radio Industry and FCC Work Out Self-Regulatory Agreements

RESPONSIBLE broadcasters and the FCC should work out a self-regulatory plan similar to baseball and the motion picture industry so that possible abuses could be corrected without sacrificing the freedom of radio.

This suggestion is made by G. A. Richards, president and majority stockholder of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, in a WJR promotion brochure analyzing WJR's program service in the light of the FCC Blue Book and the Board of Agricultural Economics Survey.

While praising the Blue Book for keeping broadcasters "more conscious of our responsibilities," Mr. Richards objects "to the entire industry being penalized for what may be the shortcomings of a few stations." The advertiser, too, he feels, has been treated unfairly. Sponsors not only deserve commendation for their fine entertainment, but are entitled to protection against "the audience depreciation that so often follows experimental programs, talks, and certain other types of programs not suitable for sponsorship," the article points out.

To broadcast more sustaining shows at night, as the FCC desires, does not guarantee them a big audience, according to Mr. Richards, who suggests that "it is just as easy to turn off the radio at night as in the daytime."

Whan Conclusions

Mr. Richards cites a survey of outer portions of the WJR primary area by Dr. F. L. Whan, U. of Wichita, to show that rural listeners tune in distant clear channel stations far more than they do nearby local and regional stations.

The apparent contradiction of this fact and the BAE survey of rural audience preference is explained by the limitation of BAE interviews to listeners over 30 years old, Mr. Richards' article says. "Anyone with children knows the influence of that group on listening habits," he writes, quoting the 1940 census to show that the over-30 age group represents only 43.1% of the total rural audience.

While the BAE survey shows that more women dislike the daytime serial than any other type of program, Mr. Richards says that these critics of daytime serials are not daytime listeners. He quotes the survey as showing that next to news farm women would miss the daytime serials most, if deprived of their radios. There are many different types of serials providing a wide variety of entertainment, he adds in their defense.

Mr. Richards accepts the survey's finding that farmers prize weather reports, market news and crop information highest of their radio programs, but contends that they want to hear this in the morning only. At night they want entertainment, he says.

The brochure contains a detailed analysis of WJR programming in its various classifications and the results in terms of audience surveys.

Troy, Albany Stations Will Switch Networks

A SWITCH in network affiliations on WTRY Troy, N. Y., and WOKO Albany, N. Y., between CBS and ABC was agreed on last week.

Effective Jan. 1, WOKO, formerly a CBS outlet, joins ABC, and WTRY, formerly on ABC, joins CBS. The CBS affiliation of WTRY was announced three weeks ago [BROADCASTING, July 29].

Suggestions Awards

NBC during past five years has paid its personnel $2,736 for suggestions submitted under employe suggestion program. Received currently at the rate of about 90 a month, the suggestions have brought individual rewards up to $100.

NARBA CHANGES

CUBA has notified signatory nations to the North American Regional Broadcasting Agreement of the following changes:

1170 kc—CMAR Artemisa, Pinar del Rio, D, Class II, to commence operation Oct. 1946.

1340 kc—CMJC Camaguey, Camaguey, delete.

Mexico has announced these changes:

570 kc—XELQ Morelia, Michoacan, 250 w N 1 kw D unlimited Class IV, to start operation Jan. 1, 1947.

1180 kc—XEPK Pachuca, Hidalgo, 250 w N 5 kw D unlimited Class II, to start operation Sept. 15, 1946.

1190 kc—XETZ Teziutlan, Puebla, delete (see assignment to 1480 kc).

1270 kc—XEJW Jalapa, Veracruz, 100 w unlimited Class IV, to start operation Oct. 1, 1946.

1280 kc—XEAG Cordoba, Veracruz, 500 w unlimited Class III-B (now operates 250 w Class IV), to start Jan. 1, 1947; XEON Tuxtla Gutierrez, Chiapas, delete (see assignment on 1360 kc).

1300 kc—XEJZ Chilpancingo, Guerrero, delete; XEGF Culiacan, Sinaloa, 500 w unlimited Class III-B, to start Jan. 1, 1947.

1320 kc—XESY Magdalena, Sonora, change in location (formerly Cananea, Sonora).

1340 kc—New, Acapulca, Guerrero, 250 w unlimited Class IV and new Culiacan, Sinaloa, 250 w unlimited Class IV, both to start Dec. 15, 1946.

1360 kc—XETA Teziutlan, Puebla, delete; XEON Tuxtla Gutierrez, Chiapas, 1 kw unlimited Class III-B, to start Sept. 15, 1946.

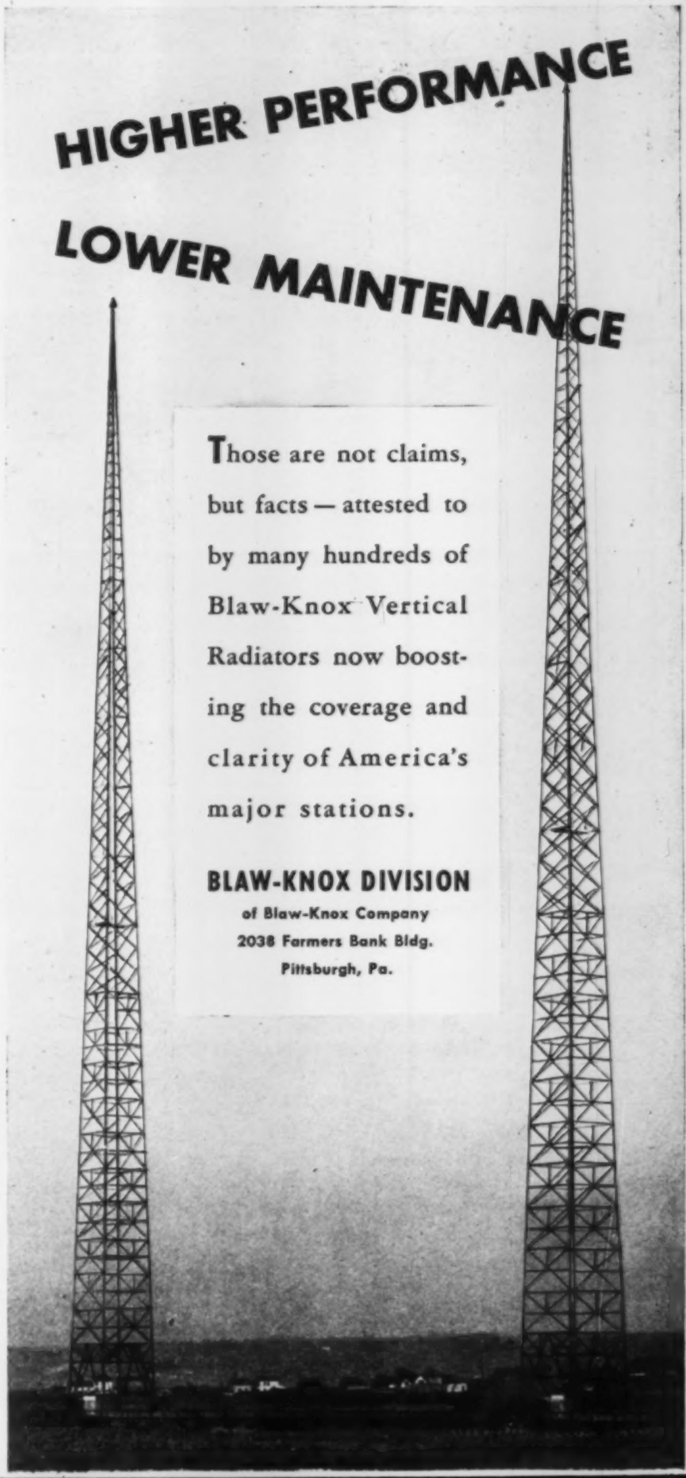
1380 kc—XERK Tepic, Nayarit, 500 w 1380 kc unlimited Class III-B, to start Feb. 1, 1947; XELF Nueva Rosita, Coahuila, change in location (formerly Nuevo Laredo, Tamaulipas).

1400 kc—XEKJ Acapulco, Guerrero, 250 w N 1 kw D unlimited Class IV; XETX Casas Grandes, Chihuahua, 250 w N 500 w D unlimited Class IV, both to start Jan. 1, 1947.

1450 kc—XERK Tepic Nayarit, delete (see assignment on 1380 kc).

1600 kc—New, Acapulco, Guerrero, 500 w unlimited Class II, to start March 1, 1947.

NOTE—Although assignment of 250 w N for XEPK is not in accordance with C4(b) of Part II of NARBA, being in a mountainous mineral zone, it is hoped no objectionable interference will be caused to WHAM, the dominant station. If interference occurs, assignment will be canceled.



HIGHER PERFORMANCE

LOWER MAINTENANCE

Those are not claims, but facts — attested to by many hundreds of Blaw-Knox Vertical Radiators now boosting the coverage and clarity of America's major stations.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Bldg.
Pittsburgh, Pa.

BLAW-KNOX
VERTICAL RADIATORS
FM and TELEVISION TOWERS

SERVICE beyond the expectations of agencies and clients is the watchword of the experienced sales staff of KFEL, managed by MARK CRANDALL . . . who has devoted most of the last 11 years to serving KFEL advertisers and listeners

MARK
CRANDALL

KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937
The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

APPOINTMENTS ANNOUNCED by William Esty & Co., New York, include the promotion of James J. Houlahan (l), for the past five years vice president and assistant to the president, to the new post of executive vice president; and the elevation of James Martindale (c) and Julien Field (r), both of the copy department, to vice presidencies.

Radio's Campaign Values Emphasized

Radio Director of Democrats Writes in Party Organ

BROADCASTING will be the determining factor in many close contests during the fall elections, *The Democrat*, organ of the Democratic National Committee, advises political candidates and workers in its August edition.

In an article by Bryson Rash, on leave as special features director of WMAL Washington and ABC Presidential announcer to serve the committee as radio director, the publication points out that "it is probable that the candidate can reach a greater audience for his important campaign message by the use of radio than by employing any other single medium."

"But perhaps even more important than the size of the audience is the attitude of the audience," Mr. Rash writes. "By means of radio your Democratic candidate becomes a guest in thousands of homes throughout his district and State. He can discuss the issues of the election with small groups of two or three people, relaxed and comfortable in their homes. Under such circumstances your candidate will talk to the voters and explain the issues, discuss what has been accomplished and what is planned for the future.

Candidates Favorable

"In many conversations and in many meetings held with the Democratic candidates in Washington and throughout the country a tremendous interest has been shown by them in the use of radio in their campaign. These leaders in the political life of our country will use radio to the utmost. They will use it wisely and well. They will carry their cause to the voters in many broadcast talks. They will drive home the issues with speeches, dramas, spot announcements and statements from outstanding Democratic Administration leaders in the Nation's Capital.

"Build . . . audiences for your Democratic candidate. Remember, the more people he can talk with via radio, the greater the number of voters at the polls on Nov. 5. And in that achievement lies victory."

Under Mr. Rash's direction the Democratic committee has prepared a set of instructions on the proper use of broadcasting. Included are suggestions and guides for candidates in buying and utilizing time.

DU MONT TO START SET MANUFACTURE

PRODUCTION of Du Mont telesets will start in September and reach full tempo by November, with all markets for video receivers well covered in time for pre-Christmas sales, Leonard Cramer, executive vice president, Allen B. Du Mont laboratories, said last week. The company expects to produce between 7,000 and 9,000 television receivers this year, he said, to retail at prices ranging from $600 to $2,400.

Everything is proceeding on schedule at the DuMont factories, Mr. Cramer said. In addition to the line of receivers, Du Mont is also getting under way with the manufacture of station transmission and operating equipment, with 42 dual camera chains, ten transmitters and associated equipment currently in production. The company already has orders from a number of licensees, Mr. Cramer reported, adding that few prospective telecasters are getting all of their equipment from a single source and that most of the video stations now in construction will be composite jobs when completed.

The importance of television receivers to the development of television broadcasting can not be overrated, Mr. Cramer stated. If a good supply of video sets is available wherever stations are operating, he said, it will provide an irresistible pressure on the producers of television programs to do a bigger and better job, and television can not help going ahead full blast.

3 QUALITY STATIONS
ABILENE
BIG SPRING
SAN ANGELO
SERVING THE WEST TEXAS EMPIRE
HEREFORD

Available in Combination at a big saving as

West Texas Network

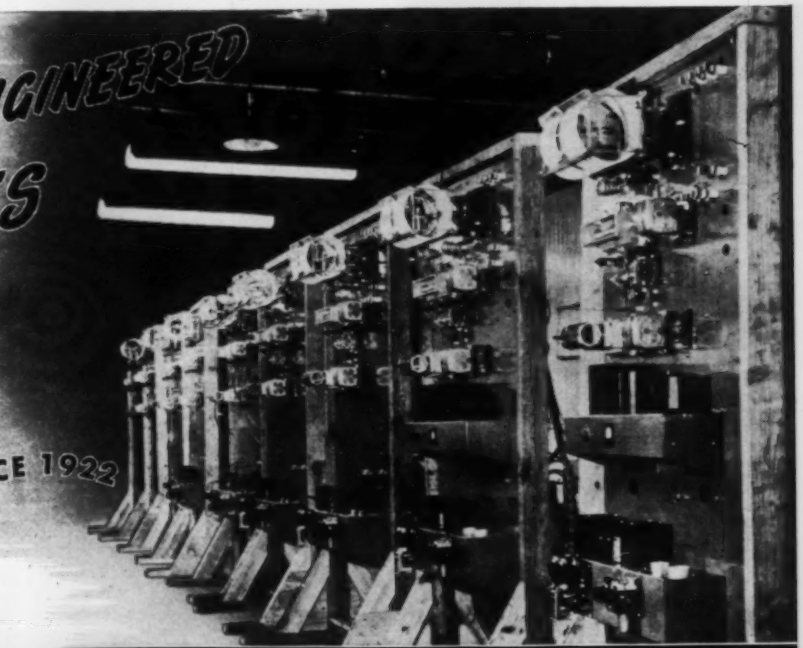
Affiliates of American, Mutual and Texas State Networks

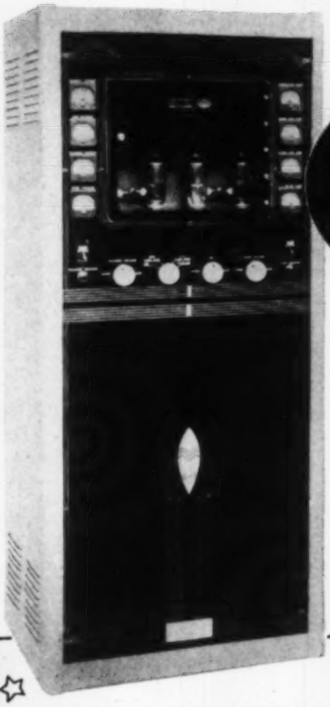
KRBC
ABILENE
KBST
BIG SPRING
KGKL
SAN ANGELO

John E. Pearson Co. • Chicago, New York, Kansas City

Expertly ENGINEERED by GATES

"KNOW HOW"..SINCE 1922





Now PRECISION BUILT *in the* MODERN ASSEMBLY LINE MANNER

IN OUR UP-TO-DATE, ENLARGED FACTORY

The GATES 250C-1 TRANSMITTER

MEETS EVERY DEMAND....

The above unretouched photograph taken in the modern, GATES factory, shows how 250C-1 Transmitters are produced in the modern, assembly-line manner. No, GATES Transmitters are not built one at a time, though each individual Unit is engineered as if it were a custom built job.

GATES up-to-date methods in engineering are your assurance of high transmission efficiency of each Unit with the added advantage now of mass production to assure a service which will be better than ever when prevailing shortages and other restraining conditions improve.

GATES 250C-1 Transmitters—like all other GATES Broadcasting Units—are in mass production to meet the increased demand of operating Stations and of those now planned, when the time comes.

You may always look to GATES for leadership—in engineering perfection as exemplified in the GATES 250C-1, for new developments—and now modern factory methods for final production.

WRITE FOR DETAILED SPECIFICATIONS ON THE 250C-1 and Other GATES TRANSMITTING EQUIPMENT

☆ A "STAR" PERFORMER

The fundamental circuits of the 250C-1 are straightforward, properly applied to obtain the best operation. Added is the distinguishing feature of MOTOR TUNING for the tuning adjustments of the final stage and loading to the antenna—another EXCLUSIVE for this GATES UNIT. Also, there are but TWO controls for the entire tuning procedure, for simplicity. These features characterizing its integrated design are but a few of its outstanding superiorities in engineering design.

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

GATES
RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922

FAIR EXCHANGE
WAPI Calls on Birmingham In England

RICHLY engraved in full color, the Alabama coat-of-arms decorates the cover of a folder announcing two special exchange programs over WAPI Birmingham. Programs are *Birmingham, Alabama Calling Birmingham, England*, heard 9:30-10 p.m., Aug. 11 and 18.

The folder explains that WAPI and the BBC "have exchanged half-hour transcribed shows on life in Birmingham, Ala. and Birminghame, England." The BBC broadcast Alabama's program at 7-7:30 p. m., British Summer Time, Aug. 9 on its Midland Regional Network.

BECAUSE of interest in RCA's publication "Ham Tips," future editions will be materially increased. July-August issue is first postwar revival of booklet.

Van Dyck Reports on Television, Radio And Electronic Devices at Bikini Test

A REPORT on the performance of television, radio and other electronic devices in the atom bomb tests at Bikini was given last week by Arthur F. Van Dyck, official observer for RCA at the tests.

"The atomic bomb tests brought together the greatest concentration of radio and electronic marvels ever assembled at one time and place," Mr. Van Dyck said. "The tests involved a situation to which television was ideally suited," he added.

Mr. Van Dyck explained how two RCA cameras were installed on Bikini Island about half a mile apart and about three miles from the explosion point. RCA television receivers were also on the four ships carrying officials and observers, and on the two planes flying a few miles from the island. The television cameras operated on Bikini unattended for many hours before the explosions and continued to function satisfactorily after the explosions, Mr. Van Dyck said.

Speaking on the function of radio during the tests, Mr. Van Dyck said that without such a means of communication such a test could never have been made. "At the time of each explosion, over 70 planes were in the air over and near Bikini, each on a split-second time table, and each receiving orders and information by radio," he said.

Much special electronic apparatus was used to control any of the devices being used in the tests. Time signals were sent out by a radio transmitter and picked up by receivers associated with the devices to be controlled. For example, cameras close to the explosions were started and stopped by radio control signals."

The most vital electronic instrument used in the tests, Mr. Van Dyck concluded, was the Geiger counter, radioactivity detector, which had more authority than Admiral Blandy in keeping the personnel and observers away from the blast area.

Over 90% of Wisconsin Farms Have Radio Sets

BETTER than nine of every ten occupied farms in Wisconsin had radio receivers as of Jan. 1, 1945, the U. S. Census Bureau reported last week on the basis of its nationwide agriculture study conducted last year. More than three of every four occupied farms in Delaware had sets, the Bureau found.

Of the 172,800 occupied farms in Wisconsin, 156,442 or 90.5% were radio equipped, the farm-to-farm census showed. Reporting on other facilities, the Bureau noted that 124,476 farms had electricity and 66,107 had telephones.

In Delaware the Bureau found that 7,009 of the 9,082 occupied farms had radio receivers, or 77.2%. The figures on radio ownership do not reflect presence of more than one set on a farm. Electricity was found on 5,605 Delaware farms and 3,694 reported telephones.

Ceiling of 5 kw Placed On Canada Independents

A CEILING of 5 kw has been placed on power of all Canadian independently-owned broadcasting stations (with three exceptions), A. D. Dunton, CBC general manager, told the final session of the Parliamentary Radio Committee. He stated in answer to questions that increasing the power of private stations would give them coverage over a wider area and of more people, and it was never the policy of the CBC to allow a private local station to cover a regional area. He said such stations then interfere with the national system. He was asked if it would injure the CBC monopoly.

Dr. A. Frigon, CBC general manager, told the committee that the operating deficit for the fiscal year ending March 31, 1946, was $78,000, compared to a deficit of $72,000 in the previous year.

Telecity Incorporates

CERTIFICATE of incorporation for Telecity Inc., has been filed with the New York Secretary of State, Albany, following announcement by Lawrence B. Elliman, realtor, that a $60,000,000 television and motion picture "city" would be built in the New York metropolitan area [BROADCASTING, July 1]. The new corporation listed 3,000 shares of stock, of which 2,000 would be preferred with a par value of $100. Remaining shares will be common with no par value listed. Principals have not been announced.

HOW DOES ALL PURPOSE RIT PLAN THEIR ADVERTISING?

". . . in planning this campaign of advertising and merchandising All Purpose Rit, a definite attempt was made to project the potential sales with the relative advertising budget. . . This was one time when close coordination of advertising and selling paid the utmost dividends," says Philip H. Schatz, Vice President and General Sales Manager of Rit Products Corporation.

This statement was made by one of your best customers—the *general sales manager* of a big national advertiser.

Mr. Schatz is typical of the sales executives who dominate advertising decisions, and who regard SALES MANAGEMENT as *their* magazine. These officials are men *important enough to make their decisions stick*, yet close enough to advertising plans to be vitally concerned with media selection. They should be *number one* among the men who get your message.

Remember: SALES MANAGEMENT is the only publication specifically edited for the sales executives of national advertisers . . . the magazine with more sales managers among its subscribers than *all* other publications in the sales-advertising field *combined.*

IT'S SM 4 TO 1

Say the Nation's Leading Media Buyers

Sales MANAGEMENT 386 Fourth Ave., New York 16, N. Y.

333 North Michigan Ave., Chicago 1, Ill. • 15 East de la Guerra, Santa Barbara, Calif.

"WINR"

This Isn't
SIMPLIFIED Spelling
...It's
SIMPLIFIED Time-Buying

A New Station
Offering Wonderful
Availabilities to
Quick-Acting
Time-Buyers

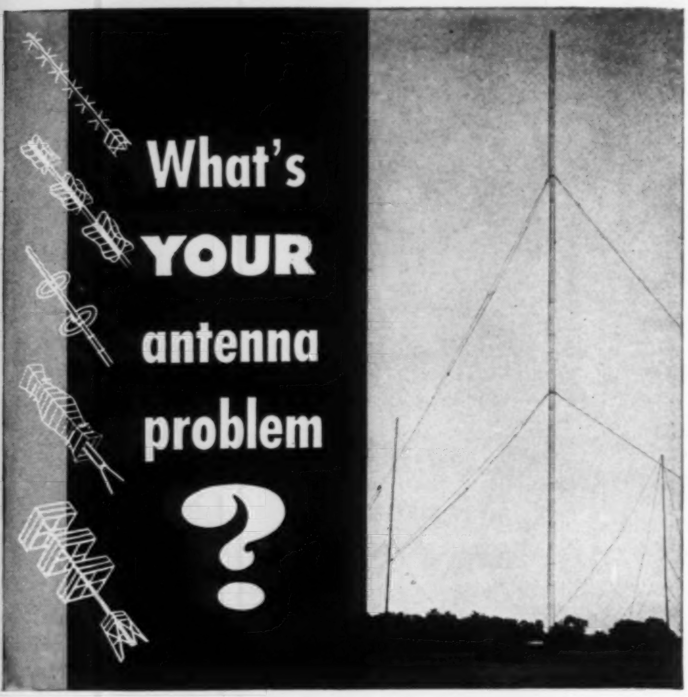
In the
Triple Cities
Binghamton - Johnson City - Endicott

★ ★ ★

Put Your Money
on the
WINR

Binghamton, N. Y.

HEADLEY-REED, *National Representatives*



There's a structurally-sounder, SAFER answer in . . .

ideco
TRIANGULAR SECTION
towers

Whatever your plans call for in height, location or type of array, you'll find important advantages . . . complete assurance of safety . . . in IDECO triangular-section tower design.

For continuous service, high-frequency broadcasting, it is imperative that your antenna be operative at all times. Low-level emergency hook-up will not substitute.

Triangular towers retain their shape, regardless of the direction of wind loads. With no distortion, secondary stresses are avoided . . . actual loads in structural members are exactly as calculated. Wind resistance is cut to the minimum, reducing maximum load as much as 20%.

These are some of the reasons for the 100% safety record of IDECO Triangular-Section Towers. IDECO engineers, who have worked hand in hand with radio engineers since the start of broadcasting, will be glad to work with you in applying the basic safety principles of IDECO design to the solution of your problems. WJR 700-foot triangular tower shown above has been in continuous service since 1940.

IDECO Towers are supplied direct or may be ordered through any of the principal manufacturers of broadcasting equipment. Write for descriptive bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT CO.

IDECO
ONE OF THE DRESSER INDUSTRIES

850 Michigan Avenue • Columbus 8, Ohio
Sales Offices:
New York • Washington, D. C. • Dallas • Houston
Tulsa • Los Angeles

NCBS, MVN Operation Under Trustees Pending Refinancing

NORTH CENTRAL Broadcasting System and its subsidiary, Mississippi Valley Network, will operate under new management—at least for 90 days—as a result of a two-day conference between John Boler, owner of the two regional chains, and creditors representing 20 affiliated stations of North Central.

Under the terms of an agreement reached between Mr. Boler and the creditors representing more than 60% of the dollar indebtedness of North Central, the Chicago sales organization will be controlled by a board of three trustees, comprising A. A. (Tony) Fahy, KABR Aberdeen, S. D., Walter Russell, KGCU Mandan, N. D., and Ed Breen, KVFD Fort Dodge, Iowa. The three will operate North Central until refinancing promised by Mr. Boler within the 90-day time limit is completed. At such time the committee will be dissolved and operational authority of the regionals will be returned to the owner.

In return for these concessions, the creditors called for current assets in North Central, Mississippi Valley, KSJB Jamestown, N. D., and KVOX Moorehead, Minn., held by Mr. Boler to be placed in escrow, and his resignation as an officer and director of NCBS.

Original Proposals Changed

This was construed as a minor victory for Mr. Boler inasmuch as original proposals called for transfer of Mr. Boler's current assets, or immediate receivership or voluntary bankruptcy as an alternate. Under the terms of the final agreement, Mr. Boler agreed to the placing of his stocks and interests in KSJB and KVOX in escrow but withholds voting rights and control.

Mr. Boler opened the meeting, held in the St. Paul Hotel, Aug. 8-9, by outlining the history of North Central and Mississippi Valley. He said since its inception in 1939, North Central had paid to its affiliates in excess of $650,000 net as of June 1946. He blamed material shortages and industrial labor trouble for failure of Mississippi Valley Network, which he inaugurated last February, to succeed as planned.

He insisted a real need existed for such a regional network and that it could be operated profitably, although he conceded North Central's present difficulties had been due to losses incurred in the operation of MVN.

The creditors unanimously agreed with Mr. Boler's contentions, but insisted that the point under consideration was payment of obligations estimated at in excess of $160,000 representing back billing due since Oct. 1.

In one of the few voluntary statements made by Mr. Boler to the press, the NCBS chairman, through his attorney, John B. Moser, said he had every confidence that North Central's present financial difficulties could be settled within the 90-day time limit.

Creditors' Approval

All terms to the agreements, Mr. Boler's attorney stressed, will become effective only after they have been approved by all of NCBS creditors and all necessary legal formalities have been completed.

Under the new reorganization, the latest in a series announced previously by Mr. Boler, which was to have included the purchase of WAIT Chicago [BROADCASTING, June 24] North Central's New York office is expected to be closed and its Chicago office reduced to a one-man operation. MVN, which originated a one hour program, *Town & Country Time* from WLOL Minneapolis, will function only as a sales organization until complete financial recovery has been made.

MISPLACED

Does Program Service Belong In Engineering?

PROGRAM SERVICE as an engineering consideration probably will be eliminated when FCC hands down its decision on proposed new AM engineering standards.

In standards hearing Aug. 5, Paul D. P. Spearman, counsel for Regional Broadcasters Committee, detected the words "program service" in a footnote of the proposed standards and wanted to know what they meant. Acting Chairman Charles R. Denny Jr. agreed the words were "almost meaningless here" and should not be in engineering standards, if anywhere. He called attention to FCC Assistant General Counsel Harry M. Plotkin's earlier suggestion that program and other non-engineering references should be deleted from the standards and incorporated instead in rules and regulations.

The reference, which engineers said also is in existing AM standards, noted that a Class 1 station's skywave service area is not protected from adjacent channel interference, but that "in case of placing a station on an adjacent channel (10 kc removed) to a Class 1 station which would substitute a groundwave service for the skywave service, the matter of program service as well as the signal service of the two stations should be given consideration . . ."

On Youth Symphony

STORY behind public interest broadcasts by WPEN Philadelphia of the Saturday morning Children's Symphonies is related in promotion folder mailed by the station. Photos of symphony hour activities are included.

PRESTO made the on-the-spot recordings at Bikini

ACME PHOTO

WHEN THE special events men of KSFO and the Universal Broadcasting Co. of San Francisco went to Bikini to record an on-the-spot word picture of the preparation for the atom bomb test, they selected PRESTO recording equipment to do the job.

This PRESTO equipment recorded the interviews with the natives of Bikini in their new home on the island of Rongerik. It recorded the on-the-spot report of an air trip over Bikini in an Army plane open to the winds and weather at 10,000 feet altitude.

This PRESTO equipment traveled to Kwajalein where the B-29 that dropped the bomb was being readied for the flight...it went from target ship to target ship in Bikini Lagoon...and it made a practice run in a pilotless plane at Eniwetok.

In hot, damp, salt air that rusted metal parts overnight if they were not protected, through surf so rough only rubber lifeboats could live in it, and in the scorching heat of these South Sea atolls, PRESTO equipment of standard design recorded this once-in-a-lifetime story for listeners of a hundred American radio stations to hear.

Thus, the atom bomb test was also a rigorous test of PRESTO equipment. And PRESTO passed that test with flying colors!

PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT

KSJO

"The Voice of San Jose"

READY TO SERVE SANTA CLARA COUNTY

CALIFORNIA'S FIFTH INDUSTRIAL MARKET

Exclusively!

Owned and Operated by Santa Clara Broadcasting Company

John G. Bauriedel,
Vice-President and General Manager

Donald H. Telford,
General Sales Manager

W. S. GRANT CO., NATIONAL REPRESENTATIVES

33 WEST 42nd ST.
NEW YORK

180 N. MICHIGAN AVE.
CHICAGO

582 MARKET
SAN FRANCISCO

412 WEST SIXTH ST.
LOS ANGELES

neither too PRODIGIOUS....
...nor too MOLECULAR
KTUL
COVERS THE
MONEY MARKET
OF EASTERN OKLAHOMA
Just Right!
• WRITE FOR INFORMATION

KTUL

CBS

John Esau
GENERAL MANAGER

5000 WATTS TULSA, OKLAHOMA

FREE AND PETERS, National Representatives

Durr Encourages Religious Radio

FCC Member Urges Churches To Seek Licenses

ENCOURAGEMENT for religious groups to get into radio as broadcast licensees was voiced last Monday by FCC Comr. Clifford J. Durr speaking at the Workshop for Religious Radio, held Aug. 5-31 at the U. of Chicago.

The commissioner pointed out that theological seminaries may be eligible for inclusion in the 20 channels set aside for educational stations, and other religious organizations might apply in the commercial band.

"By all means," stated Commissioner Durr, "religious broadcast organizations should recognize the far greater importance of getting the right things on the air than keeping the wrong things off."

"Our organization, the FCC," Commissioner Durr said, "does not look with favor on one-purpose stations. We are always encouraging a well-rounded program schedule, rather than the posing of a single viewpoint.

Radio is the best tool religious groups have for laying foundations of national and international understanding, Commissioner Durr reiterated, saying "religion should speak over the radio on major issues of the day."

Heading the Chicago workshop is Dr. Ross Snyder, dean, and Rev. Everett C. Parker, director. Dr. Snyder is associate professor of religious education in the Federated Theological Faculty and acts as educational adviser to the Joint Radio Committee of the Congregational Christian, Methodist, and Presbyterian (USA) churches in the conduct of religious radio workshops in New York, Hollywood and Chicago. Mr. Parker is director of the committee.

* * *

AFA Talks

SPEECHES presented at the Milwaukee convention of the Advertising Federation of America held last May 26-29 [BROADCASTING, May 20, 27, June 3] have been incorporated into a 30-page booklet. Copies of the publication, which also contains reports of the various Federation agencies, are being sent to members.

In an accompanying letter, Elon G. Borton, AFA president, describes the success of the Federation's first postwar convention.

Detroit Move

EFFECTIVE Sept. 1 ABC network sales office in Detroit will move from the Fisher Bldg. to executive offices in the Stroh Bldg formerly occupied by King-Trendle Broadcasting Corp. Jack (Shoes) Donahue and Neil Mulhern will continue to head network sales office which will operate independently of ABC's newly acquired Detroit outlet, WXYZ.

MANAGEMENT

CHET WHEELER, manager of KWIL Albany, Ore., is at the Oregon Coast, convalesing after a major operation. He is expected back at work about Sept. 15.

WILT GUNZENDORFER, manager of KROW Oakland, Calif., is in Chicago after two weeks in New York on an annual business trip.

CECIL K. BEAVER has become general manager of KTBS Shreveport, La. He was formerly assistant general manager of WOAI San Antonio, Tex., and KARK Little Rock, Ark., and is a member of Sales Managers Executive Committee of NAB.

Mr. Beaver

ARCHIE TAYLOR, manager of KRGV Weslaco, Tex., and brother of **O. L. (Ted) TAYLOR**, executive manager of the Taylor-Howe-Snowden group and owner of KTOK Oklahoma City and KANS Wichita, shortly will become manager of the latter station. He succeeds **JACK TODD**, who transfers to the new KBOL Boulder, Col., owned by **HERB HOLLISTER**, former half owner of KANS.

JOHN G. BAURIEDEL, former major in the Army, has been named vice president and general manager of KSJO San Jose, Calif., new station to operate on 1590 kc daytime with 1 kw. Mr. Bauriedel is electrical engineering graduate of Stanford U. KSJO will be represented by W. S. Grant Co.

Mr. Bauriedel

R. G. SOULE, vice president and treasurer of WFBL Syracuse, N. Y., has been appointed Syracuse Community Chairman of the Committee for Economic Development.

Upcoming

Aug. 20: NAB Radio News Clinic, Onesto Hotel, Canton, Ohio.
Aug. 23-25: AFRA National Convention, Hollywood.
Sept. 9-10: NAB Small Market Stations Executive Committee, Washington.
Sept. 11: Brand Research Foundation regional meeting, San Francisco.
Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.
Oct. 8-9: Kentucky Broadcasters Assn. Executive Committee, Lafayette Hotel, Lexington, Ky.
Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.
Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

Complaint Filed

INFORMAL COMPLAINT against AT&T and Western Union's eight-hour minimum requirements for interstate private line teletypewriter and teleprinter service was filed with FCC last week by Overseas News Agency. Claiming the eight-hour minimum is "unjust and unreasonable" when applied to bona fide news services, and that it discriminates against small news agencies, the complaint requests an investigation of the lawfulness of the eight-hour requirements and asks that the rule be replaced by a shorter minimum.

A *Fine* STEER!...

ARRIVING IN NEW YORK
K.T.S.A.
CINDERELLA INC.
New York
LEAVING SAN ANTONIO WITH BRUCE ROSS

FERDINAND FLIES FROM KTSA TO GREET SAN ANTONIO'S CINDERELLA IN NEW YORK ON SAN ANTONIO DAY

Yes siree, pardner—that's what we did . . . flew a genuine Texas Longhorn steer to the Iceland Cafe on Broadway to appear on Cinderella, Inc., Monday, August 5th, over the Columbia network.

Ferdinand was a terrific surprise to San Antonio's Cinderella, Mrs. Polly Phillips. We didn't want her to get homesick, you see. He was a mighty big surprise to the other three Cinderellas, too, and to the cafe audience and millions of listeners.

But—it's no surprise to those radio-wise—that KTSA gets BIG results for your radio dollar. We know things like Ferdinand don't happen every day—but every day national and local advertisers know what fine results happen on KTSA.

Yes siree, pardner—today and every day we say (and we can prove it) . . . to make your radio message pay off with prize results in the Fabulous South Texas market . . .

KTSA

SAN ANTONIO, TEXAS

550 ON THE DIAL — CBS — Affiliated with Taylor Howe Snowden Radio Sales — LONE STAR CHAIN — 5000 WATTS DAY

"STEER THOSE $ thru KTSA"

★ Another WCKY success story...

Intense Area

STATE	MAIL	% OF TOTAL	
INDIANA	43	1.75	
KENTUCKY	293	12.45	
OHIO	282	12.10	
ALABAMA	173	7.42	
FLORIDA	87	3.72	
GEORGIA	275	11.75	
MISSISSIPPI	57	2.43	
NORTH CAROLINA	207	8.85	
SOUTH CAROLINA	196	8.37	
TENNESSEE	185	7.85	
VIRGINIA	196	8.35	
WEST VIRGINIA	201	8.61	
			93.65

Additional Area

STATE	MAIL	% OF TOTAL	
MICHIGAN	47	2.10	
PENNSYLVANIA	56	2.40	
MARYLAND	31	1.33	
OTHER STATES	12	.52	
	2341		6.35
			100.00

● The Picture Ring Company of Cincinnati, Ohio has, for the past two and a half months, used a one-minute announcement on WCKY's "Jamboree", selling a ring with a picture in it for $1.00. Since the announcement started, the company sold 7541 rings, an average of more than 100 orders per day for this ring. During the period May 15th to June 15th, 2,341 orders were received as a result of 24 announcements. 93.65% of this mail was received from the ten states and 21 counties in WCKY's intense listening area. To the left is a breakdown of the mail received.

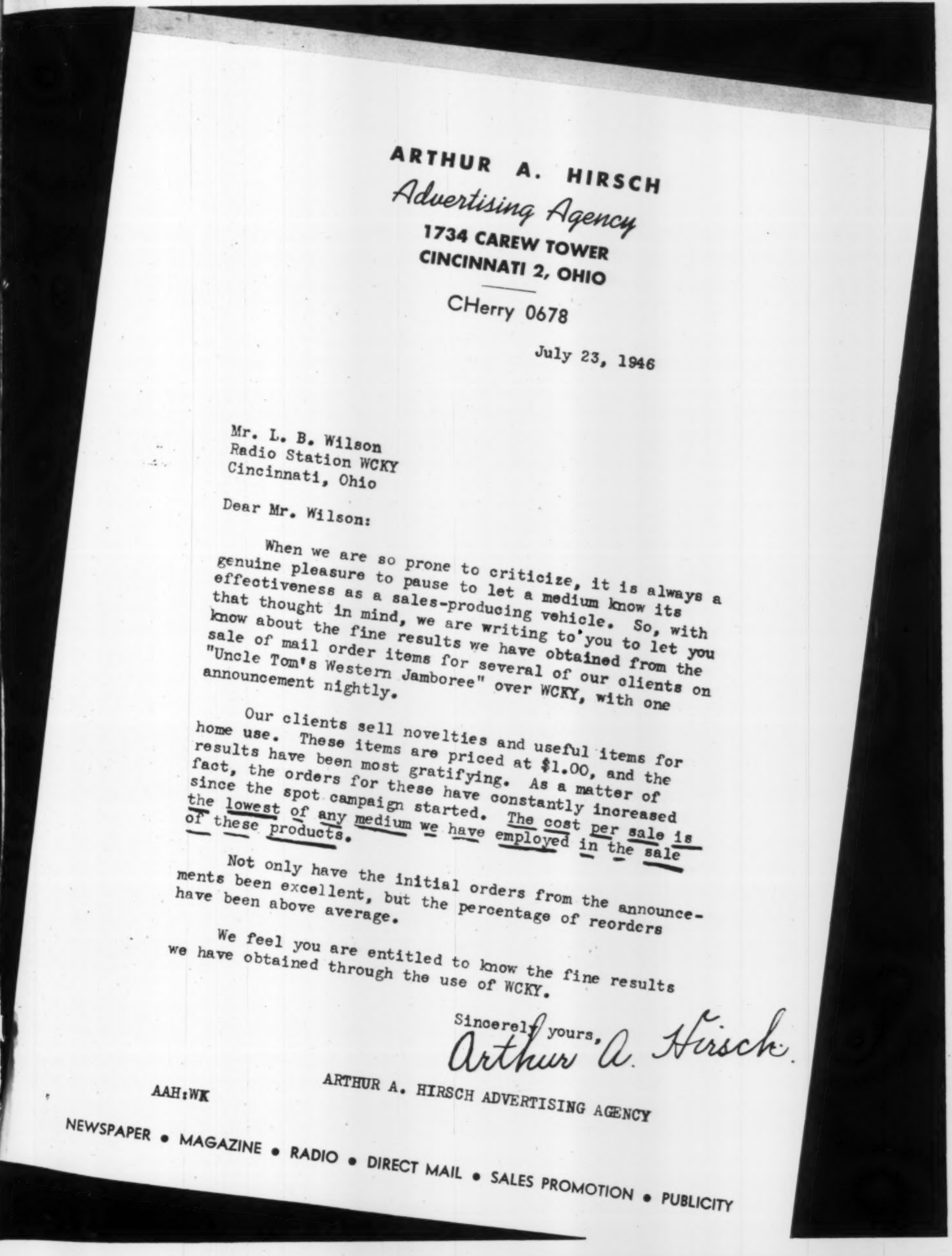
**ASK
FREE & PETERS
FOR DETAILS**

WCKY

THE *L. B. Wilson* STATION

FIFTY THOUSAND WATTS OF

SALES POWER



ARTHUR A. HIRSCH
Advertising Agency
1734 CAREW TOWER
CINCINNATI 2, OHIO

CHerry 0678

July 23, 1946

Mr. L. B. Wilson
Radio Station WCKY
Cincinnati, Ohio

Dear Mr. Wilson:

When we are so prone to criticize, it is always a genuine pleasure to pause to let a medium know its effectiveness as a sales-producing vehicle. So, with that thought in mind, we are writing to you to let you know about the fine results we have obtained from the sale of mail order items for several of our clients on "Uncle Tom's Western Jamboree" over WCKY, with one announcement nightly.

Our clients sell novelties and useful items for home use. These items are priced at $1.00, and the results have been most gratifying. As a matter of fact, the orders for these have constantly increased since the spot campaign started. The cost per sale is the lowest of any medium we have employed in the sale of these products.

Not only have the initial orders from the announcements been excellent, but the percentage of reorders have been above average.

We feel you are entitled to know the fine results we have obtained through the use of WCKY.

Sincerely yours,
Arthur A. Hirsch.

ARTHUR A. HIRSCH ADVERTISING AGENCY

AAH:WK

NEWSPAPER • MAGAZINE • RADIO • DIRECT MAIL • SALES PROMOTION • PUBLICITY

Editorial

Vision & Television

NOBODY WILL ACCUSE this publication of espousing the cause of broadcasting as it is practiced by England's BBC. But although we find issue with Government-dominated radio, we seek none with those who earn their bread at that calling.

As a matter of fact, there is great talent to be found in the BBC's mart. We feel it's consigned to dormancy in the ponderous machinery of Government radio, but it is there and its light does shine through.

Such can be said of Dennis Johnston, program director of the BBC Television Service, if one accepts the evidence of a broadcast he made recently on the Overseas Service. The talk was reprinted in the July 25 issue of *London Calling*, and stated in part:

> "Television is not a moving picture that talks, but a broadcast that you can see; believe it or not, there is a very big difference between the two.
>
> "Some people try to explain it away by saying that it is just a matter of the size of the screen. But after puzzling over this phenomenon for some years, I have come to the conclusion that it is something far more subtle than that, and that the operative word is broadcasting.
>
> "We are apt to forget in our excitement over this new toy—vision—that television as an art has its roots in broadcasting, and that all the problems that it presents, when you come to analyse them, are problems neither of stage or screen but of broadcasting.
>
> "Broadcasting is now probably the most universal and popular of the arts. It functions for the entertainment of an audience numbered not in thousands but in millions. But—and here is the point—they are millions of individuals, and not masses of people sitting in rows of seats as they do in the theatre or in the cinema, reacting together.
>
> "People are receptive in quite a different way when they are alone—or nearly alone—from when they are in a crowd, and the accomplished broadcaster will always recognize this fact. However many millions there may be listening to him, he speaks to them intimately, as individuals, and not as to a public meeting.
>
> "But when I described broadcasting as an art, I really meant that it is three-quarters of an art. It is an art—to my mind, at any rate—that wants just a little something else to make it complete. And that thing surely is vision!
>
> "Looked at in this way, television is not the illegitimate offspring of either stage or screen. It is neither a theatre, peered into through an inadequate oblong keyhole, nor the local cinema piped into the home, like gas or electric light. It is the natural end of broadcasting. It is broadcasting set free from the limitations of the ear alone."

We have not seen a more sensible analysis of the direct relationship between broadcasting and television. One so frequently hears it said, "They are two entirely different mediums." They are not, as Mr. Johnston observes. On the contrary, they're alike—and one but propagates the other.

Labor Problems

RADIO, along with industry generally, is beset with labor problems. In radio, however, they strike at both sides of the microphone.

On the one hand incessant demands are made for more pay, more employes and less work, with "featherbedding" the order. Labor leaders, on the other, persist in inordinate demands for free time for their proselyting, under dire threat of complaint to the FCC. CIO has its own ardent spokesmen within FCC personnel ranks. Sabotage has been resorted to in strike situations through cutting of cables and short-circuiting of connections.

These days, you'll find in each issue of this journal a dozen stories on strikes, negotiations, organizing activities, and labor union complaints against stations, which point up the importance of labor relations in radio. Labor unions are throwing their weight around. The pendulum has swung the other way. A generation back labor had some justifiable complaint against management.

The NAB board at its Colorado meeting earlier this month, took notice. It instructed President Justin Miller to act with dispatch in appointing a labor relations director. The association has, or is about to retain, Richard P. Doherty, head of the economics department at Boston U.'s School of Business Administration, for that key post. Mr. Doherty's background in labor and industrial relations appears to qualify him.

The new labor director of the NAB deserves the full cooperation of station management and ownership. Without it he cannot hope to get results.

There are those in radio who are uncompromising when it comes to labor negotiations. Identical standards cannot be applied nationally. In union contract negotiations, the key to bargaining success is knowledge. Factual information on contracts in all areas is essential. It's a matter of self-help and ultimate survival.

AFL PRESIDENT William Green and his executive council suddenly have discovered the existence of the Lea Anti-Petrillo Act. AFL, says the Council in a blistering attack upon the law that would bar intimidation and coercion of broadcasters, will back up Jimmy in his court fight. Where was the AFL Executive Council when the Lea Bill was pending? Not a peep was heard, obviously because they felt Jimmy couldn't be defended. But with Congress adjourned sine die, the breast-beating begins. Maybe AFL would like to see a Gallup Poll on how the public feels about Jimmy.

Leo & Ike

TWO STAUNCH friends of radio's early days—Leo Fitzpatrick and I. R. "Ike" Lounsberry—join hands in station operation with their acquisition of WGR Buffalo, now awaiting FCC approval. Leo recently resigned as vice president and general manager of WJR Detroit, which he had developed from a pup, but announced he would remain in radio. Ike had been with Buffalo Broadcasting Corp., operating both WGR and WKBW for two decades too, holding a minority interest in each. The FCC's duopoly regulation required sale of one of the stations, but litigation complicated the planned separation.

Now the two broadcasters who have contributed much to radio's development, become partners in a venture of their own. Each can remember the day when he wondered how the next payroll would be met, when day time couldn't be sold, and talent came for free.

The host of friends Leo and Ike have made in radio—as well as the many men they have trained in all facets of the art—wish them well in their new partnership and in other ventures ahead. For it isn't like either of them to stand idly by while FM and television take their first wobbly steps.

Our Respects To—

LAWRENCE WISE LOWMAN

COLLECTING one first edition doesn't make a bibliophile. But the luck that went with picking up—for 75 cents—a first edition of Byron's poems, worth $500, has not deserted Col. Lawrence W. Lowman, CBS vice president in charge of television.

Luck, according to the colonel, has been the big factor in his rise to top television executive of CBS. Talking to him convinces one that Lady Luck ran a poor second to his native drive and ability.

When Mr. Lowman was 14 and a student at Central High School, Philadelphia, his chance purchase of a first edition gave impetus to a youthful decision to become a bibliophile. But the ambitions of youth were lost. And to Mr. Lowman, books became a hobby rather than a business.

He was born in Philadelphia, January 30, 1900, the only son of David and Mary Lowman. He says he was raised on the "wrong side" of the Quaker City, with summers spent at his grandparents' place in Lafayette, Ind., swimming and fishing in the Wabash.

In 1917, he worked as a farm hand to help raise food for the war. Not particularly satisfied with the bucolic pastimes of farm life, he enlisted in the Army Air Forces ground school at Princeton, N. J., in the summer of 1918. Before his training was completed the Germans had signed the Armistice.

After his short military career, he returned to the U. of Pennsylvania. At school one of his classmates was William Paley, who was to become chairman of the board of CBS. It was six years after they graduated before they met again. During those years, Mr. Lowman was looking with some apprehension to a career in the tool and construction business, but he was called by Mr. Paley a little before Christmas, 1928, and asked if he would like to come into radio. He accepted with the verve he has never lost in his 16 years with the network.

Nervously energetic, Mr. Lowman now undertakes to bring CBS television to the same high level of proficiency that has marked CBS radio.

Mr. Lowman, who denies that his job is anything more than the dull routine of administrative chores, had his "routine" rudely jarred in 1942. At that time he was given a Signal Corps commission, soon found himself head communications officer for Maj. Gen. Wil-

(Continued on page 56)

Advertising Agency and Sponsor Executives Vote WOV, New York, More First Place Ballots Than Any Other Radio Station in The Billboard Ninth Annual Radio Promotion Exhibit

WOV topped in number of points, all station votes

WOV received first award for over-all promotion

WOV received first award for public-service promotion

GEORGE FOSTER PEABODY
VARIETY
SHOWMANAGEMENT AWARD 1945
Billboard
AWARDS TO
WOV
PUBLIC SERVICE • PROMOTION
1946

WOV blushes with pardonable pride. In the past five years, WOV has received nine distinguished awards for outstanding service, the latest being the George Foster Peabody award and Variety Showmanship award for contributions to American radio in 1945. And now, WOV receives top honors in The Billboard's recent Radio Promotion Exhibit. We are deeply grateful to the agency and sponsor executives who awarded WOV more first places than any other radio station in this nationwide balloting. We trust it is because WOV promotion has reflected this station's carefully planned program balancing policy . . . a policy that adheres to our conviction that in serving the public interest, we best serve listeners and sponsors alike.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK

Lowman

(Continued from page 54)

liam (Wild Bill) Donovan's cloak and dagger boys in the OSS.

In his role with the OSS, Col. Lowman traveled to every theatre of operations, organizing and setting up the OSS clandestine radio units that became such as an integral part of Allied war strategy. In July of this year, after four years in harness, he returned to CBS, found he was head of television.

The year the U. S. entered the second World War, Mr. Lowman married Eleanor Barry. She was working at the Philadelphia Navy Yard as a mechanic at the time. Mrs. Lowman is now editor of the slick, mildly social conscious *Junior Bazaar.* They have no children, live in the quiet suburbia of Stamford, Conn. Here Mrs. Lowman indulges in cooking chicken in 57 varieties, and Mr. Lowman, in his little idle time, collects his books and also maintains his amateur standing as an ornithologist. He belongs to but one club, the American Veterans Committee.

At present, television's adolescence keeps him all hours at the lofty, pigeon filled, former restaurant which serves as CBS television studios in the Grand Central Terminal Building on 42nd Street, New York. There he strides back and forth in his carpeted office, hands clasped behind his back, giving orders or answers to questions in clipped tones, devoid of unnecessary verbiage.

He doesn't smoke, and takes his likker in quantities exceeding small. His politics are in larger dosages; he has not missed a Republican or Democratic National Convention since 1928.

The emphasis in television is going to be on youth, says he. For his operation at CBS, Mr. Lowman wants young people who will want to grow up with the industry, people who will look on television as just as important to the arts as the stage and movies.

He decries the paucity of writers at present trained in the particular needs of television. And all new writers with ideas are given a thorough trial by his organization. The future of television, he says, lies just over the horizon, but the horizon is still some years away.

OPA Fixes Prices On Tubeless Sets

TO ACCOMMODATE manufacturers who have been sending tubeless radio receiving sets to retailers, OPA last Friday established ceiling prices for sales at various distribution levels of such sets.

A manufacturer may now determine his ceiling price for a tubeless radio by deducting from the retail ceiling price for the radio with tubes, the retail ceiling price of the tubes and applying in reverse the methods specified in Maximum Price Regulation No. 599 for determining the ceiling price of the set.

Resellers' ceiling prices on the tubeless sets are established on the basis of the manufacturers' ceiling price on these sets. Any reseller may install tubes in a set, and then his resale ceiling price and the ceilings of subsequent resellers are the same as they would have been if the manufacturer had sold the set with tubes. As the ultimate consumer will generally buy sets only with tubes, he will not be affected by the order.

In another action earlier in the week, OPA removed ceilings from crystal radio receiving sets with built-in earphones. OPA explained that such sets are apt to be found only in rural sections without electricity, and in stores as children's toys.

Approval Granted

RESTORATION of the New York Advertising Club's headquarters, which were damaged by fire June 13, was approved by the Urban Construction Committee of the Civilian Production Administration's New York office last week. With repair costs estimated at $100,000, Eugene Thomas, president of the organization, said that the club hoped to be back at its permanent headquarters at 23 Park Ave. by Thanksgiving. At present it has temporary quarters at 30 E. 37th St.

PLANNING TO PLAY ON HARP (Ky.)?

Yup, Harp is a real Kentucky town alright, but no matter how you play it, you can't strum up much business there! It's just too small to make any sweet sales music! That's why we're content to keep our power (and our rates) scaled down, and keep grooved to the Louisville Trading Area — where the merry jingle of the cash register plays far sweeter music than in all the Harp-like towns in the State, *combined!* If you're hep to hot licks where hot licks really count, you'll waive Harp in favor of WAVE! Ready, maestro?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

COMMERCIAL

BILL JEFFERAY, program director of WPIK Alexandria, Va., has joined WARL Arlington, Va., as commercial manager. New station is scheduled to go on the air by Oct. 1. Mr. Jefferay was with Geyer, Cornell & Newell, New York, as producer of "Professor Quiz" program, and later was announcer with WAAT Newark, N. J., WOL and WTOP Washington.

Mr. Koehler

FRANK E. KOEHLER, former sales manager of WSLS Roanoke, Va., has been named to the same position with WROV Roanoke, scheduled to go on the air this fall. Mr. Koehler was with NBC New York for five years and later in Richmond.

MERRILL FUGIT, 17 years in various phases of radio and recently on CBS production staff, has joined Sears & Ayer, Chicago, as salesman.

GLENN WALSER, formerly with the sales promotion staff of NBC Central Division, has been added to the sales department of KMBC Kansas City. From 1942-1946 he served in Navy overseas, was released as lieutenant commander.

JOE HIGGINS, WIBC Indianapolis salesman, won invitational golf tournaments at both North Shore Country Club, Chicago, and Moraine Country Club, Dayton. He is entered in national amateur contest.

CALVIN W. HEINTZ (Cal Wayne) is now program and traffic control supervisor of WCMV Canton, Ohio. He was a Naval officer and previously an announcer with WADC Akron.

HERSCHEL V. WILLIAMS, CBS director of commercial program development and former AAF colonel, has been cited in a letter of commendation for "outstanding manner in which (he) performed duties as representative of the Assistant Chief of Staff-2 on the Joint Intelligence Staff, AC/AS-2."

DICK CUTTING, assistant director of public affairs for CBS Western Division, is back at work after two months of convalesence.

REX MILLER, MBS-Don Lee Hollywood news commentator, is on two week trip visiting Boston and New York.

BOB WESSON of the sales staff of KGO San Francisco is the father of a girl.

KCMJ Palm Springs, Calif., has appointed W. S. Grant Inc. as national advertising representatives.

J. MILLARD BISHOP, released from AAF as major, is new account executive at WOAI San Antonio, Tex.

JOE GOLDEN has resigned from the display advertising staff of the Houston (Tex.) Chronicle after several years to join the commercial department of KTRH Houston as account executive and assistant to Commercial Manager **RAY BRIGHT. TED KNAPP** has been transferred from the control staff of KTRH to commercial traffic chief.

ALAN TRENCH, American Red Cross field director in CBI during the war, has rejoined WCAE Pittsburgh as salesman. He replaced **G. NORMAN BURK** who resigned to enter agency field.

RAY T. MURPHY, member of the sales staff of WLIB Brooklyn, suffered an attack of acute appendicitis in early morning of Aug. 12. Operated upon at noon, his condition later was described as good.

VERDA OLSEN is new addition to commercial department of KUTA Salt Lake City.

JOE BERNARD, sales manager of KOMA Oklahoma City, is on an extended business trip to Chicago and New York. He returns to station around Sept. 1.

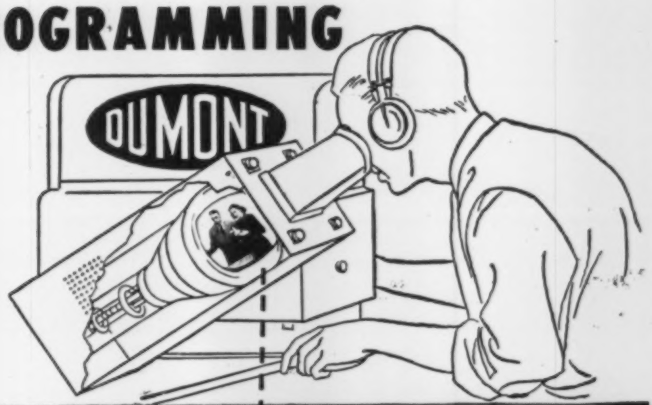
YNPS Managua, Nicaragua, government-owned station affiliated with NBC, has appointed Pan American Broadcasting Co. as its representative.

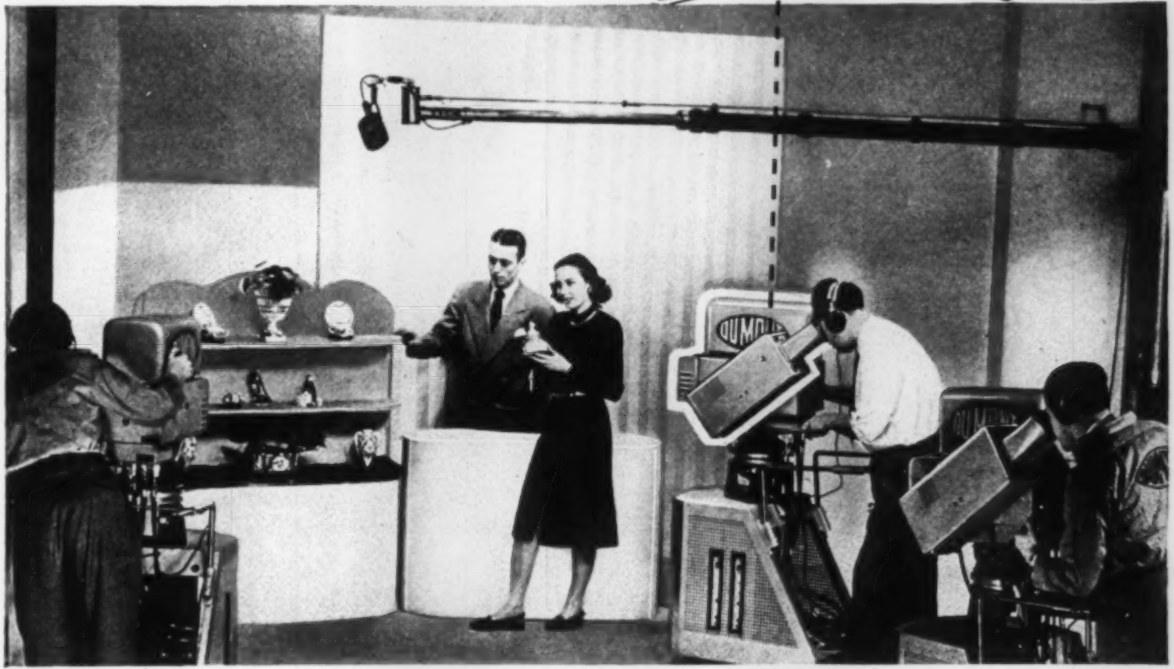
EDWARD PETRY & Co., radio representative, has opened a Boston office in the Statler Bldg., 50 Providence St. **JAMES A. SANDISON** will be office manager.

STUART MacKAY, regional sales manager of CKWX Vancouver, B. C. and Patricia Cunningham have announced their engagement, wedding to take place in September.

IN TELEVISION PROGRAMMING

. . . It's the Du Mont Electronic Viewfinder





Cameramen see the "televised picture" in the Du Mont Electronic Viewfinder exactly as it goes on the air. This advantage, important at any time, is vital to good "pickup" under low lighting conditions which have been opened to television programming by the Image Orthicon.

With the Electronic Viewfinder, an exclusive feature of all Du Mont Television Cameras, the operator can meet changing conditions instantly, countering excessive light, focusing continuously, centering and framing his pictures independently of a mechanically controlled optical system. With it he can obtain the iris control needed for field pickups of high quality. And no adjustment is required for use with the telephoto lens.

Du Mont's Electronic Viewfinder, and scores of other Du Mont "firsts," are the fruit of 15 years of building precision electronic instruments, television and radar . . . of building more television stations than any other company . . . of Du Mont's 5-year operation of its own television broadcasting stations, including the world's largest and most completely equipped studios. We want to tell you more about Du Mont's Electronic Viewfinder . . . about all of Du Mont's television broadcasting equipment. Write for literature *today*.

DUMONT *Precision Electronics and Television*

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., N. Y. 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, N. J.

Copyright 1946, Allen B. Du Mont Laboratories, Inc

Lowman

(*Continued from page 54*)

iam (Wild Bill) Donovan's cloak nd dagger boys in the OSS.

In his role with the OSS, Col. Lowman traveled to every theatre of operations, organizing and setting up the OSS clandestine radio units that became such as an integral part of Allied war strategy. In July of this year, after four years in harness, he returned to CBS, found he was head of television.

The year the U. S. entered the second World War, Mr. Lowman married Eleanor Barry. She was working at the Philadelphia Navy Yard as a mechanic at the time. Mrs. Lowman is now editor of the slick, mildly social conscious *Junior Bazaar*. They have no children, live in the quiet suburbia of Stamford, Conn. Here Mrs. Lowman indulges in cooking chicken in 57 varieties, and Mr. Lowman, in his little idle time, collects his books and also maintains his amateur standing as an ornithologist. He belongs to but one club, the American Veterans Committee.

At present, television's adolescence keeps him all hours at the lofty, pigeon filled, former restaurant which serves as CBS television studios in the Grand Central Terminal Building on 42nd Street, New York. There he strides back and forth in his carpeted office, hands clasped behind his back, giving orders or answers to questions in clipped tones, devoid of unnecessary verbiage.

He doesn't smoke, and takes his likker in quantities exceeding small. His politics are in larger dosages; he has not missed a Republican or Democratic National Convention since 1928.

The emphasis in television is going to be on youth, says he. For his operation at CBS, Mr. Lowman wants young people who will want to grow up with the industry, people who will look on television as just as important to the arts as the stage and movies.

He decries the paucity of writers at present trained in the particular needs of television. And all new writers with ideas are given a thorough trial by his organization. The future of television, he says, lies just over the horizon, but the horizon is still some years away.

PLANNING TO PLAY ON HARP (Ky.)?

Yup, Harp is a real Kentucky town alright, but no matter how you play it, you can't strum up much business there! It's just too small to make any sweet sales music! That's why we're content to keep our power (and our rates) scaled down, and keep grooved to the Louisville Trading Area — where the merry jingle of the cash register plays far sweeter music than in all the Harp-like towns in the State, *combined!* If you're hep to hot licks where hot licks really count, you'll waive Harp in favor of WAVE! Ready, maestro?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

OPA Fixes Prices On Tubeless Sets

TO ACCOMMODATE manufacturers who have been sending tubeless radio receiving sets to retailers, OPA last Friday established ceiling prices for sales at various distribution levels of such sets.

A manufacturer may now determine his ceiling price for a tubeless radio by deducting from the retail ceiling price for the radio with tubes, the retail ceiling price of the tubes and applying in reverse the methods specified in Maximum Price Regulation No. 599 for determining the ceiling price of the set.

Resellers' ceiling prices on the tubeless sets are established on the basis of the manufacturers' ceiling price on these sets. Any reseller may install tubes in a set, and then his resale ceiling price and the ceilings of subsequent resellers are the same as they would have been if the manufacturer had sold the set with tubes. As the ultimate consumer will generally buy sets only with tubes, he will not be affected by the order.

In another action earlier in the week, OPA removed ceilings from crystal radio receiving sets with built-in earphones. OPA explained that such sets are apt to be found only in rural sections without electricity, and in stores as children's toys.

Approval Granted

RESTORATION of the New York Advertising Club's headquarters, which were damaged by fire June 13, was approved by the Urban Construction Committee of the Civilian Production Administration's New York office last week. With repair costs estimated at $100,000, Eugene Thomas, president of the organization, said that the club hoped to be back at its permanent headquarters at 23 Park Ave. by Thanksgiving. At present it has temporary quarters at 30 E. 37th St.

COMMERCIAL

BILL JEFFERAY, program director of WPIK Alexandria, Va., has joined WARL Arlington, Va., as commercial manager. New station is scheduled to go on the air by Oct. 1. Mr. Jefferay was with Geyer, Cornell & Newell, New York, as producer of "Professor Quiz" program, and later was announcer with WAAT Newark, N. J., WOL and WTOP Washington.

FRANK E. KOEHLER, former sales manager of WSLS Roanoke, Va., has been named to the same position with WROV Roanoke, scheduled to go on the air this fall. Mr. Koehler was with NBC New York for five years and later in Richmond.

Mr. Koehler

MERRILL FUGIT, 17 years in various phases of radio and recently on CBS production staff, has joined Sears & Ayer, Chicago, as salesman.

GLENN WALSER, formerly with the sales promotion staff of NBC Central Division, has been added to the sales department of KMBC Kansas City. From 1942-1946 he served in Navy overseas, was released as lieutenant commander.

JOE HIGGINS, WIBC Indianapolis salesman, won invitational golf tournaments at both North Shore Country Club, Chicago, and Moraine Country Club, Dayton. He is entered in national amateur contest.

CALVIN W. HEINTZ (Cal Wayne) is now program and traffic control supervisor of WCMV Canton, Ohio. He was a Naval officer and previously an announcer with WADC Akron.

HERSCHEL V. WILLIAMS, CBS director of commercial program development and former AAF colonel, has been cited in a letter of commendation for "outstanding manner in which (he) performed duties as representative of the Assistant Chief of Staff-2 on the Joint Intelligence Staff, AC/AS-2."

DICK CUTTING, assistant director of public affairs for CBS Western Division, is back at work after two months of convalesence.

REX MILLER, MBS-Don Lee Hollywood news commentator, is on two week trip visiting Boston and New York.

BOB WESSON of the sales staff of KGO San Francisco is the father of a girl.

KCMJ Palm Springs, Calif., has appointed W. S. Grant Inc. as national advertising representatives.

J. MILLARD BISHOP, released from AAF as major, is new account executive at WOAI San Antonio, Tex.

JOE GOLDEN has resigned from the display advertising staff of the Houston (Tex.) Chronicle after several years to join the commercial department of KTRH Houston as account executive and assistant to Commercial Manager **RAY BRIGHT**. **TED KNAPP** has been transferred from the control staff of KTRH to commercial traffic chief.

ALAN TRENCH, American Red Cross field director in CBI during the war, has rejoined WCAE Pittsburgh as salesman. He replaced **G. NORMAN BURK** who resigned to enter agency field.

RAY T. MURPHY, member of the sales staff of WLIB Brooklyn, suffered an attack of acute appendicitis in early morning of Aug. 12. Operated upon at noon, his condition later was described as good.

VERDA OLSEN is new addition to commercial department of KUTA Salt Lake City.

JOE BERNARD, sales manager of KOMA Oklahoma City, is on an extended business trip to Chicago and New York. He returns to station around Sept. 1.

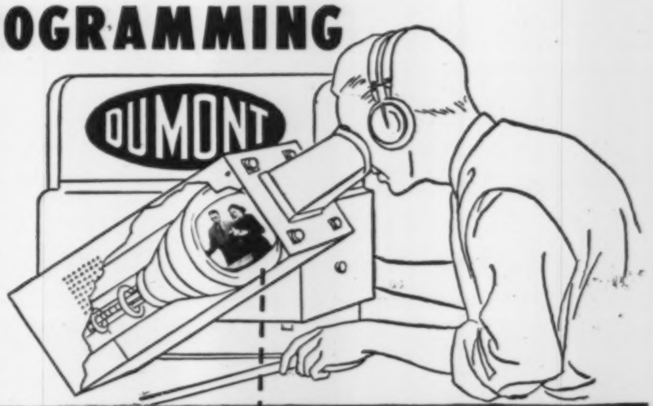
YNPS Managua, Nicaragua, government-owned station affiliated with NBC, has appointed Pan American Broadcasting Co. as its representative.

EDWARD PETRY & Co., radio representative, has opened a Boston office in the Statler Bldg., 50 Providence St. **JAMES A. SANDISON** will be office manager.

STUART MacKAY, regional sales manager of CKWX Vancouver, B. C. and Patricia Cunningham have announced their engagement, wedding to take place in September.

IN TELEVISION PROGRAMMING

. . . It's the Du Mont Electronic Viewfinder



Cameramen see the "televised picture" in the Du Mont Electronic Viewfinder exactly as it goes on the air. This advantage, important at any time, is vital to good "pickup" under low lighting conditions which have been opened to television programming by the Image Orthicon.

With the Electronic Viewfinder, an exclusive feature of all Du Mont Television Cameras, the operator can meet changing conditions instantly, countering excessive light, focusing continuously, centering and framing his pictures independently of a mechanically controlled optical system. With it he can obtain the iris control needed for field pickups of high quality. And no adjustment is required for use with the telephoto lens.

Du Mont's Electronic Viewfinder, and scores of other Du Mont "firsts," are the fruit of 15 years of building precision electronic instruments, television and radar... of building more television stations than any other company . . . of Du Mont's 5-year operation of its own television broadcasting stations, including the world's largest and most completely equipped studios. We want to tell you more about Du Mont's Electronic Viewfinder... about all of Du Mont's television broadcasting equipment. Write for literature *today.*

DUMONT *Precision Electronics and Television*

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., N. Y. 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, N. J.

Copyright 1946, Allen B. Du Mont Laboratories, Inc

SELL

#1
MARKET
•
Winston-Salem
Greensboro
High Point

In the South's

#1
STATE
•
NORTH
CAROLINA

via

WSJS
Winston-Salem
NBC

for the
TRI-CITIES
•
Representing
HEADLEY
REED
CO.

PRODUCTION

ED STOKER, former music director of KSL Salt Lake City, has been appointed to same post at KUTA that city. **BERNARD BERG**, former NBC Chicago staff writer, and **HAL CUNNINGHAM**, former continuity staff member at KALL Salt Lake, join KUTA continuity staff. **ROBERT CRAWFORD**, on KUTA announcing and special events staff, has been promoted to director of production and continuity. **DICK TRIPP**, former chief announcer at WHB Kansas City and KFEL Denver, and **FLO WEINWRITER**, previously with KDYL Salt Lake, are new additions to KUTA announcing staff.

DAVE ALLEN, released from the Navy, has rejoined WJPA Washington, Pa., as vacation staff announcer.

NELSON CASE, announcer, has been assigned on two Procter & Gamble sponsored shows, the "Lowell Thomas Show" effective Aug. 19 and "Hercule Poirot" starting Oct. 1. Both shows are heard on CBS.

MARY MARGARET McBRIDE, columnist of WEAF New York, last Teusday underwent appendectomy at Doctors Hospital, New York. She resumed her program Thursday, broadcasting from her hospital bed.

DAVE HILL has been appointed assistant program director of CJOR Vancouver, B. C. **LARRY McCANCE** has been promoted to chief announcer of CJOR.

SEYMOUR N. SIEGEL, program director of WNYC New York, Aug. 13 received his first class radio operator's license from the FCC.

ELLIOT LAWRENCE, conductor of the "Treasury Bandstand," CBS, Sat. 2:30-3 p.m. last week was presented with the U. S. Treasury Dept.'s Silver Medal in recognition for outstanding work in the sale of bonds during the past two years.

BOB BLEYER has moved from the CBS newsroom to the production staff of WABC New York.

JOHN T. CASEY has returned to CBS construction and building operations after service in the AAF in the Asiatic-Pacific Theatre.

WILLIAM ROGERS, staff announcer and former Naval lieutenant (j.g.), has returned to CBS after four years as navigation instructor at Princeton U., N. J.

ALICE BOX, former assistant to **DOROTHY BROWN**, ABC Hollywood continuity acceptance manager, has been named head of literary rights department, ABC Western Division.

HAL BLOCK, writer of CBS Phil Baker and Milton Berle programs, has just completed "Madame Pompadour," musical comedy opening on Broadway this fall.

TRUMAN BRADLEY, Hollywood freelance announcer, has been signed to handle NBC Don Ameche show starting Sept. 8.

GEORGE BOWE, after an absence of 10 weeks because of illness, has returned to WTIC Hartford, Conn., as production manager.

SALLY SEGUR has joined WPAY Portsmouth, Ohio, as continuity writer, replacing **LEONARD SAVORY**, who resigned because of illness.

JANE FLAHERTY, on leave of absence from Radio Advertising Co., Chicago, is acting continuity editor of WIBC Indianapolis. She was formerly continuity editor of WKMO Kokomo, Ind. At WIBC she replaces **JACK V. PORTER** who joined station's sales staff.

FRAN HALL Jr. has joined KWKW Pasadena, Calif., as traffic and programming assistant.

MARJORIE SANFORD from Winnipeg has joined the production staff of CKNW New Westminster, B. C. **ALAN MACNAB**, CKNW production manager, has left for Eastern Canada on leave of absence.

FRANK HENNESSY, released from the armed forces, has been added to WSYR Syracuse, N. Y., as 6:45-9 a.m. "Timekeeper."

STAN CONRAD, known as the "Ole Hoosier Swingmaster," has joined WSJS Winston-Salem, N. C., to conduct weekday afternoon "Club 600" program.

SID BYRNES after service with the Navy has returned to WNHC New Haven, Conn., announcing staff.

ROBERT DREW has returned to NBC International Division and **ALFRED DI TOLLA** and **GEORGE DOBBS** have rejoined the network guest relations staff after service with the armed forces.

GENE FLANAGAN, WWRL New York production manager, has been named program advisor for the new FM station of Sewanhaka High School, Floral Park, N. Y., which will start operation in mid-September. Mr. Flanagan will continue his duties at WWRL.

Assist

WHAT'S to do when you need a photographer and none of the network fotogs is available? This question was posed for NBC's Hollywood press department on occasion of opening of Sigmund Romberg's "New Moon" at Greek Theatre in Griffith Park there. After a few frantic moments for Howard Wormser, NBC's press representative on the scene, Red Skelton sauntered up the aisle with Graflex in hand. Being an avid camera man as a starter, Skelton was more than willing to be helpful since Sigmund Romberg is summer replacement for his NBC Raleigh cigarette program.

CHARLES RASHALL, formerly with KFI Los Angeles and KFRC San Francisco, is new addition to announcing staff of KFEL Denver.

PRICE BURLINGAME, producer and transcription supervisor for KEX Portland, Ore., received the Usher trophy for the best mental effect act at Pacific Coast Association of Magicians meet in Los Angeles.

ALMA PAUL, former teacher at Seton High School, Cincinnati, has joined WCKY Cincinnati as continuity head. She succeeds **JEAN KOOP**, now a copywriter for John Shillito Co., that city.

JOHN ADEMY, announcer and singer of WCAO Baltimore who is music commentator for "Baltimore Pop Concerts," has married Agnes Saleeby of Salisbury, N. C.

YOLANDE EIDELBACH has been added to the announcing staff of WOAI San Antonio, Tex.

JACK MEYERS, who on a KOWH Omaha program, "The Vet Wants a Job," stated his AFRS work might qualify him for radio, has been added to the staff of KOAD, Omaha FM associate of KOWH.

PAUL SHANNON, announcer at KDKA Pittsburgh, has completed narration for an educational movie, "The ABC of GI Loans," produced by Mode Art Pictures, Pittsburgh.

CAROLYN C. CAMPBELL has been named chief continuity writer of the copy department of KVSF Santa Fe, N. M. She previously was radio copywriter at Philips Co., San Diego, Calif.

EARL WILLIAMS, formerly with KFEL Denver and more recently with KGGM Albuquerque, N. M., has been added to KVSF announcing staff.

BETTY STRONG has joined WJPF Herrin, Ill., as continuity writer. Last summer she worked with newsroom staff of KXOK St. Louis.

ROBERT THESSIN is new announcer at WCNC Elizabeth City, N. C. **GERTRUDE RUNK**, receptionist, has assumed added duties as chief continuity writer.

BILL WEAVER, previously with KRRV Sherman, Tex., has joined announcing and sports staff of WDAY Fargo, N. D.

ERNIE BREVIK, announcer at WDAY Fargo, N. D., Aug. 4 married Audrey Neff.

BETTY KYLE, formerly with the New York program department of ASCAP, has joined the continuity staff of WTOL Toledo, Ohio.

MARJORIE WELLS, director of women's activities for WTOL Toledo, Ohio, has been married to Robert P. Neff, released from AFRS after two years of service at Adak, Aleutians.

HARRY VON ZELL, Hollywood freelance announcer, has been signed by Columbia Pictures for series of six shorts.

DAVID TITUS has replaced **AXEL GRUENBERG** as producer of CBS Billie Burke show. Latter will devote time to pictures.

JOE LILLEY, music director of Paramount Pictures, has been signed as musical director of NBC Don Ameche (Drene) show starting Sept. 8.

CLIFF ARQUETTE, star of ABC "Glamour Manor," has become partner in firm of Aye-N-Jay Mfg. Co., Hollywood, producers of andirons and fireplace tools.

PAUL WHITEMAN, director of music for ABC, is in Hollywood conferring on production of Charles R. Rogers', "The Fabulous Dorseys."

IRENE SCHEELE has joined KHJ Hollywood as assistant economics adviser to **NORMA YOUNG**, replacing **MARIE GREEN**, who resigned to devote entire time to her Easter Lily farm on coast of Oregon.

JIMMY SCRIBNER, star of MBS-Don Lee "Johnson Family," is father of boy born Aug. 6

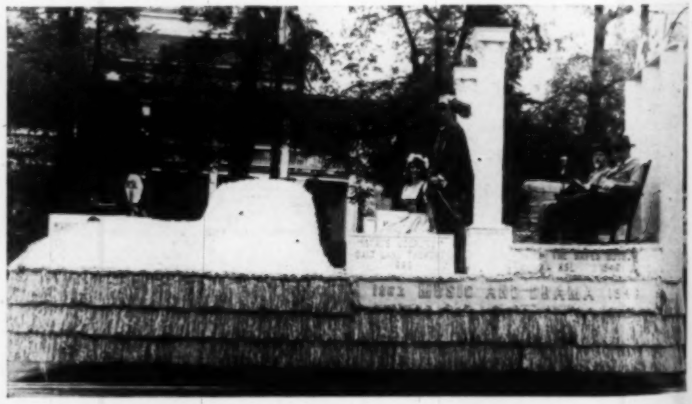
SARAJANE WELLS, leading lady of NBC's "Woman in White," as well as **MURIEL BREMINER, LAURETTE FILLBRANDT**, and **HUGH STUDEBAKER**, will all shift to Hollywood from Chicago when program goes West in fall.

ALLAN L. BERG, chief announcer of KHUB Watsonville, Calif., has returned to his post after two years overseas, mostly with AFN at Frankfurt, Germany, as special events chief of network's operations.

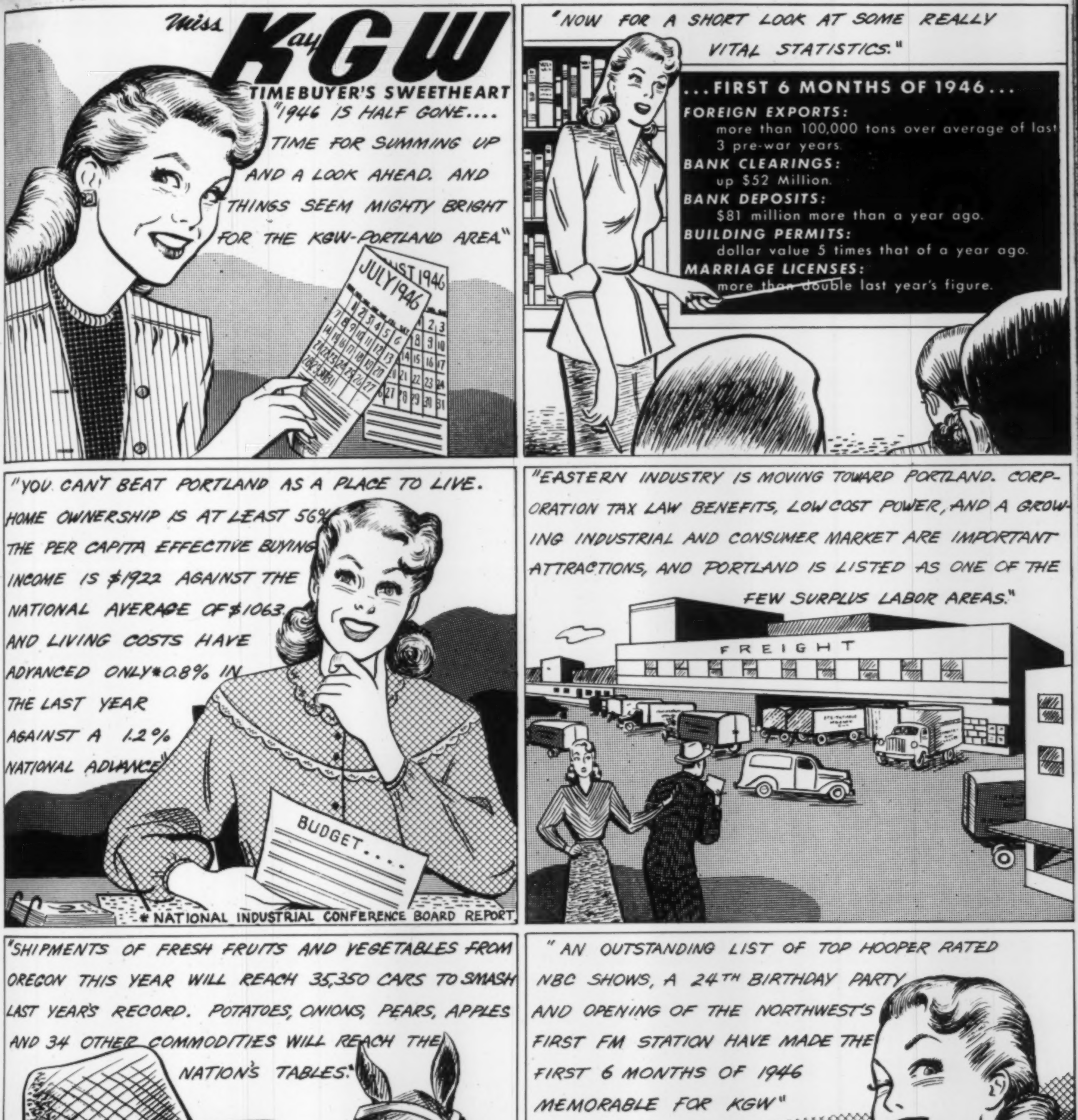
LOUELLA PARSONS, absent from the air since April because of illness, will return Sept. 1 to her program, the "Louella Parsons Show," on ABC Sun. 9:15-9:30 p.m.

Mid-Year Bonus

WEST VIRGINIA NETWORK will distribute a mid-year bonus to employes of network's four stations at Charleston, Parkersburg, Clarksburg and Huntington. Those with network six months or longer will receive half-month's salary in U. S. Savings bonds and stamps.



OLD AND NEW in Salt Lake City drama, as depicted on this KSL Salt Lake City parade float, won a prize in its division in the annual Days of '47 parade held there. The new was represented by the Bates Boys, KSL comedy team.



Miss Kay KGW

TIMEBUYER'S SWEETHEART

"1946 IS HALF GONE.... TIME FOR SUMMING UP AND A LOOK AHEAD. AND THINGS SEEM MIGHTY BRIGHT FOR THE KGW-PORTLAND AREA"

JULY 1946

"NOW FOR A SHORT LOOK AT SOME REALLY VITAL STATISTICS."

...FIRST 6 MONTHS OF 1946...

FOREIGN EXPORTS:
more than 100,000 tons over average of last 3 pre-war years.

BANK CLEARINGS:
up $52 Million.

BANK DEPOSITS:
$81 million more than a year ago.

BUILDING PERMITS:
dollar value 5 times that of a year ago.

MARRIAGE LICENSES:
more than double last year's figure.

"YOU CAN'T BEAT PORTLAND AS A PLACE TO LIVE. HOME OWNERSHIP IS AT LEAST 56% THE PER CAPITA EFFECTIVE BUYING INCOME IS $1922 AGAINST THE NATIONAL AVERAGE OF $1063 AND LIVING COSTS HAVE ADVANCED ONLY* 0.8% IN THE LAST YEAR AGAINST A 1.2% NATIONAL ADVANCE"

BUDGET....

* NATIONAL INDUSTRIAL CONFERENCE BOARD REPORT

"EASTERN INDUSTRY IS MOVING TOWARD PORTLAND. CORPORATION TAX LAW BENEFITS, LOW COST POWER, AND A GROWING INDUSTRIAL AND CONSUMER MARKET ARE IMPORTANT ATTRACTIONS, AND PORTLAND IS LISTED AS ONE OF THE FEW SURPLUS LABOR AREAS."

FREIGHT

"SHIPMENTS OF FRESH FRUITS AND VEGETABLES FROM OREGON THIS YEAR WILL REACH 35,350 CARS TO SMASH LAST YEAR'S RECORD. POTATOES, ONIONS, PEARS, APPLES AND 34 OTHER COMMODITIES WILL REACH THE NATION'S TABLES."

"AN OUTSTANDING LIST OF TOP HOOPER RATED NBC SHOWS, A 24TH BIRTHDAY PARTY AND OPENING OF THE NORTHWEST'S FIRST FM STATION HAVE MADE THE FIRST 6 MONTHS OF 1946 MEMORABLE FOR KGW"

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WLAW

Now 5,000 Watts

The New England station whose local and ABC network programs have won nearly 2 million listeners for you.

Soon 50,000 Watts

The station whose signal will soon reach ALL New England . . . and over 3 *million listeners.*

SEND FOR DATA
WLAW, Lawrence, Mass.

NATIONAL REPRESENTATIVES:
WEED & CO.

BALTIMORE'S
Listening Habit

WCBM

MUTUAL
BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS Inc Exclusive Nat'l Rep

SPONSORS

AMERICAN HOME PRODUCTS Corp., New York (Whitehall Pharmacal Co. division), has appointed Sullivan, Stauffer, Colwell & Bayles, New York, as the agency to handle the Bob Burns and "Ellery Queen" shows for Anacin, Kolynos and Bisodol. Several other new Whitehall drug products which have been handled by Ruthrauff & Ryan, New York, will remain with that agency.

ADLER SHOES FOR MEN, New York (Adler's Elevated Shoes), is contemplating increasing its radio budget by using foreign language stations, providing shoe supplies increase. Agency is Emil Mogul Co., New York.

UNIVERSAL SALES SERVICE ASSOC., New York (Waldorf rum and fruit cakes), will be promoted through nation-wide advertising campaign beginning before Thanksgiving and continuing through the year by Al Paul Lefton Co., New York. Radio may be used.

HENRY K. WAMPOLE & Co., Perth, Ont. (proprietary), Oct. 28 starts twice weekly spot announcements on 31 Canadian stations. Agency is J. J. Gibbons Ltd., Montreal.

A. H. HARRIS, former head of his own advertising agency specializing in food accounts, has joined Airline Foods Corp. as vice president in charge of advertising and sales promotion.

LILLI-ANN Co., San Francisco, (women's suits), has appointed Foote, Cone & Belding, San Francisco, to handle advertising.

STRAWBERRY PROPERTIES, San Francisco (community development), has appointed West-Marquis, San Francisco, to handle advertising which will include radio.

GENERAL PETROLEUM Corp., Los Angeles, has appointed West-Marquis Inc., Los Angeles, effective Oct. 1 to handle its advertising, including radio.

JORDAN MARSH Co., Boston, has signed with WHDH Boston for sponsorship of play-by-play accounts of all 11 games of Boston Yankee football team. Jim Britt is to announce. Agency is Badger & Browning, Boston.

JOSEPH T. BAY, former Chicago branch manager of Best Foods Co., has joined Kitchen Art Foods, Chicago, in an executive sales capacity. He will assist in merchandising of package food products sold nationally and to export trade.

CARTER PRODUCTS, New York (Arrid cream deodorant), has appointed Sullivan, Stauffer, Colwell & Bayles to handle advertising campaign. Small & Seifer formerly handled account.

R. E. DAVIS, manager of the sales research department of Goodyear Tire and Rubber Co., has been appointed to the technical research committee of the BMB by the Association of National Advertisers. Prior to his present position at Goodyear Mr. Davis served that company as commercial research manager and economic statistician, and before that taught market research at Ohio State U.

WTMJ DOUBLE TALK

Each Team to Have Separate Announcer at Grid Clash

WHEN WTMJ Milwaukee broadcasts the state all-star high school football game Saturday Aug. 24, listeners will get both sides of the game from two sportscasters, one for each team.

When the game starts Bob Heiss, chief announcer of the station, will carry the ball on the air when the north team is carrying the ball on the field, and Russ Winnie, WTMJ sportscaster, will do the same for the south team. Each with a breastplate microphone, the two will sit beside each other in the broadcasting booth.

Mr. Winnie, who claims more football broadcasts than anyone else in the business, has handled all Green Bay Packer games for 17 years and U. of Wisconsin games for 15 years. All these games have had the same sponsor, who is also sponsoring the two-man broadcast of the all-star high school game—Wadhams Division of Socony-Vacuum Oil Co. The two announcers are practicing a quick change of voice on the kick-off and other crucial plays when the ball changes teams.

SPONSORSHIP of "The Coffee Club" of WWJ Detroit on a twice-weekly basis is effected by Farm Crest Bakeries Inc., Detroit. Completing arrangements (l to r): Harry Betteridge, sales manager of WWJ; E. L. Southwick, Farm Crest president; and Robert Cole, Grant Advertising, account executive. "The Coffee Club" is carried nationally by NBC on Saturday nights as "The Percolator Party."

KARISENT of Hollywood, Hollywood (perfume), has appointed Glasser-Galley, Los Angeles, to handle advertising.

INKOGRAPH FOUNTAIN PEN, New York, will use radio for first time starting in September with test campaign in New York area. The firm will participate in sponsorship of the following shows: Dr. Frank Kingdon, commentator, and "Dorothy & Dick," on WOR; "Here's Morgan," on WJZ, Arthur Godfrey on WABC, "Take a Tip from Me," on WHN. Emil Mogul Co., New York, is agency.

MAX AMES, New York (Airline prune juice), and Caruso Foods, New York, have appointed J. D. Tarcher Co., New York, to handle advertising campaigns.

B-1 BEVERAGE, St. Louis, began sponsorship Aug. 11 of a quarter hour transcribed show "Hospitality Time," featuring Snooky Lanson as m.c., Sunday afternoons on following stations: KXOK KFJZ KABC WACO KTHT WSOY KOAM KRMD KVSO. Contracts for 13 weeks were placed by Simmonds & Simmonds, Chicago and St. Louis.

THE BROADWAY, Hollywood and Pasadena department store chain, has appointed McCann-Erickson, Los Angeles, as agency. Chain will use radio.

ROBERT J. KEITH has been appointed director of advertising of Pillsbury Mills, Minneapolis. He has been with company since 1935.

ATLANTIC REFINING Co., Philadelphia, beginning Sept. 28 through entire football season will sponsor all Yale football games on WNHC New Haven, Conn. In addition, firm will sponsor Boston College-Holy Cross contest from Boston Nov. 30 on WNHC. Agency for Atlantic Refining is N. W. Ayer & Son, Philadelphia.

GALLAGHER METAL INDUSTRIES, Oakland, Calif., maker of kitchenware and garden implements, has appointed Ad Fried Adv., Oakland, as agency. Radio test campaign starts this month. Agency also has been named by Industrial Division of Engineering Assoc., that city, with radio schedules to be announced. Advanced Products Co., Oakland (Rejuv-A-Plate denture fit), plans to increase advertising campaign this fall through agency. Radio included.

BOYLE LUGGAGE & LEATHER GOODS Co., New York, has appointed Herbert Chason Co., New York, to handle advertising. Radio is planned for 1947.

GEORGE EHRET BREWERY, New York, has signed with WJZ that city for Mon. 10:30-11 p.m. presentation of "Murder at Midnight," transcribed package series of Louis G. Cowan Inc., New York. Distributed by World Broadcasting System, program also has been added on KFSD WDUK WRNL KGNB KFI KWK WBIG KMYC and is being offered in foreign markets.

ATLANTIC REFINING Co., Philadelphia, will sponsor full 19-game schedule of the Philadelphia Eagles, professional football team, and the Temple U. team on WBIG Philadelphia.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), Aug. 10 started broadcasting "Your Hit Parade" twice each Saturday night on WABC New York. Show is heard on CBS, 9-9:45 p.m., with rebroadcast for West Coast from 12-12:45 p.m., latter now being carried on WABC also. Agency is Foote, Cone & Belding, New York.

SEARS, ROEBUCK & Co., Cleveland (seven stores in metropolitan area), has signed with WGAR Cleveland for sponsorship of Cleveland Browns games in All America Football Conference this fall. Schedule includes 15 home and away games plus pre-season exhibition game.

HOLLYWOOD SHOE POLISH Corp., Richmond Hill, N. Y. (Hollywood Sani-White, Hollywood Skuf Shine and Hollywood Bootmakers Stain Polish), has appointed Deutsch & Shea, New York, to handle advertising campaign. Account currently is using a spot campaign and will increase spot schedule next spring for Sani-White.

VIGILANT PRODUCTS Corp., New York, has appointed Wesley Assoc., New York, to handle advertising on Vigil, a product which is said to keep silver from tarnishing. Radio may be used.

NETWORK ACCOUNTS

New Business

E. L. BRUCE Co., Chicago (Bruce floor cleaner), Sept. 2 starts for 52 weeks "Front Page Features With Knox Manning," Mon. Wed. Fri. 4-4:15 p.m. (PST). Agency: Christiansen Adv., Chicago.

LEVER Bros., Toronto (Rinso), Oct. 1 starts for 52 weeks "Amos and Andy" on 22 Trans-Canada network stations, Tues. 9-9:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

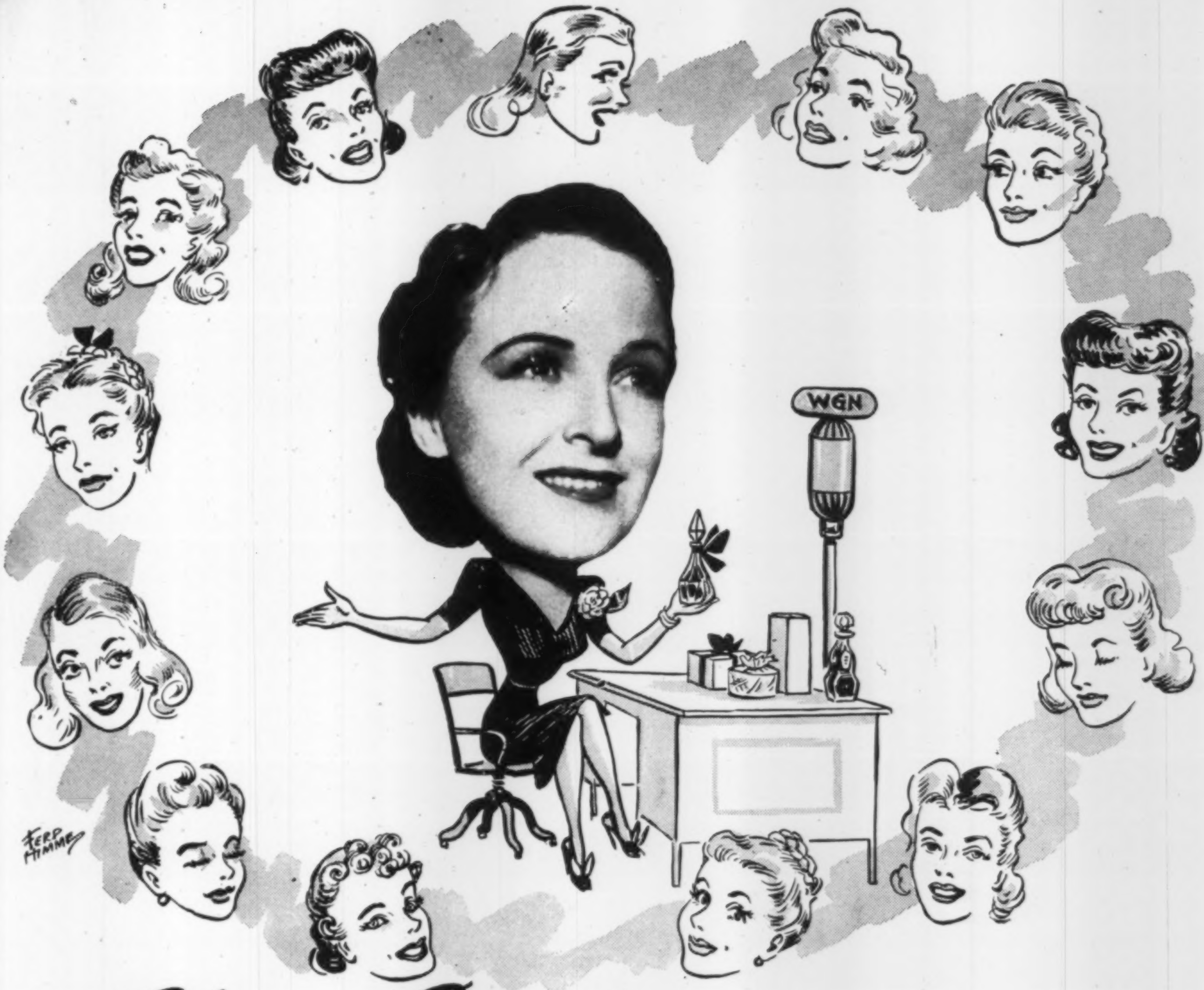
Net Renewals

PACIFIC GREYHOUND BUS LINES, San Francisco, Aug. 25 renews for 52 weeks "Romance of the Highways" on all California and Oregon Don Lee stations, Sun. 10:15—10:30 a.m. (PST). Agency: Beaumont & Hohman, San Francisco.

Net Changes

LAMONT CORLISS Co., Toronto (Pond's cream), Sept. 12 changes "John and Judy" on 30 Trans-Canada network stations from Tues. 9-9:30 p.m. to Thurs. 8:30-9 p.m. Agency: J. Walter Thompson Co., Toronto.

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY



Charm School OF THE AIR . . .

Lovely and talented Virginia Clark is our idea of a real teacher . . . with her pleasant personality, smooth voice and gracious manner she typifies the charm and beauty discussed each morning, Monday thru Friday, over WGN.

This popular program has been successfully selling items of charm, style, beauty and fashion since its inception in May 1945. It is confined exclusively to these products and is available on a participating basis to a limited number of select accounts.

If you have a product which lends itself to this sparkling show, and are anxious for additional sales impact in Chicagoland, your answer is the *Charm School* program.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

BIG NAMES

Lure Listeners...

Capitol Transcriptions

BIG-NAME BANDS

Capitol

- ALVINO REY
- BILLY BUTTERFIELD
- ENRIC MADRIGUERA
- DUKE ELLINGTON
- EDDIE LeMAR
- JAN GARBER
- GENE KRUPA
- SKITCH HENDERSON
- PEEWEE HUNT
- STAN KENTON

BIG-NAME SINGERS

Capitol

- JUNE CHRISTY
- PEGGY LEE
- HAL DERWIN
- KING SISTERS
- DINNING SISTERS
- CAROLYN GREY

BIG-NAME VARIETY

Capitol

- BUDDY COLE'S FOUR OF A KIND
- DEL PORTER AND HIS SWEET POTATO TOOTERS
- PAUL WESTON
- JUAN ROLANDO
- DICK SHANNON'S
- ALEUTIAN FIVE
- FRANK DeVOL
- KING COLE TRIO
- DANNY KUAANA

BIG-NAME WESTERN

Capitol

- OAK RIDGE QUARTETTE
- SHUG FISHER
- WALLY FOWLER
- WESLEY TUTTLE
- UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS
- KARL & HARTY
- MERLE TRAVIS
- TEX RITTER
- JACK GUTHRIE

BIG NAMES Attract Sponsors . .

give you BIG NAMES

From the heart of the entertainment world, Hollywood itself, comes Capitol's *new* Transcription Service. *A complete programming unit* . . . not just another addition to your present library. It's unique!

All the big names, late hits, and programming aids you need for complete *network-quality* shows. For a boost to listener levels . . . for vigorous new headline programs to sell local sponsors . . . the *Capitol Transcription Service!*

More Than 2000 Selections

You'll build your shows from Capitol's basic library of 2000 transcriptions. Besides, Capitol guarantees you a minimum of 50 brand new numbers each month. (As an extra bonus, production schedules indicate not 50 but 70 new monthly releases).

A Complete Format Service

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for more than 400 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff!

Sparkling Programming Aids

Capitol gives you all the devices to build complete shows: Brilliantly arranged opening and closing themes for each program. Voice and chatter tracks by featured artists. Musical interludes to background commercials.

Hear all the features that make the Capitol Service different! Capitol will be glad to send you a demonstration transcription on request.

Capitol

A DIVISION OF
CAPITOL RECORDS

TRANSCRIPTIONS

PROGRAM SERVICE
FROM HOLLYWOOD

SUNSET AND VINE

Washington Favorites

WMAL and

Ruth Crane

Director of Women's Activities at WMAL, who has achieved an enviable position in Washington. Her daily program, "The MODERN WOMAN," is outstanding.

Want proof? Ask any of her current sponsors, including *Herb-Ox, Rockwood Chocolates, Canada Dry, Conformal Shoes, Colgate-Palmolive-Peet, Date Night Shampoo, Bathasweet, Renuzit, Scoop, and Pestmaster.*

For complete facts on this remarkable program call ABC Spot Sales or The Evening Star Station in Washington, D. C.

WMAL

In The Public Interest

WPAY Helps

WPAY Portsmouth, Ohio, broadcast safety precautions and news in bulletins when Portsmouth's principal water main broke just at the time the city's reservoir was emptied for repairs. The station helped mobilize auxiliary firemen, who patrolled with hand fire extinguishers. Only one minor fire was reported during 13-hour emergency.

* * *

WCHS Aids Capture

WCHS Charleston, W. Va., CBS affiliate, took a hand in the capture of two gunmen wanted for the murder of a prominent citizen. WCHS broadcast story of the murder, described victim's car, which killers had taken and urged people to watch for it. A few minutes later, a motorist who had heard the broadcast while driving, spotted auto, phoned the police who then made the arrest.

* * *

Man Located

RADIO'S flexibility again was demonstrated when Tom Hotchkiss, KGER Long Beach, Calif., newscaster, broadcast description of an elderly amnesia sufferer. After being among the missing for three days, the man's family had asked station for aid. Five minutes after broadcast, a woman called to say that a man answering the description was in San Diego at a certain local market. He was the man.

* * *

Across the Board at KYW

BELIEVING that haphazard placing hinders the effectiveness of public service programs, James P. Begley, program manager of KYW Philadelphia, has jockeyed his schedule to give the 9:30 a.m. Monday through Friday segment to public interest shows.

* * *

Ice Fund

SALVATION Army's Penny Ice Fund, which sells ice to the needy for a penny during summer months, had fallen $500 short of its $1500 goal in St. Joseph, Mo. That was before Paul Roscoe, general manager of KRES St. Joseph, offered the station's service. With Minor Clites, blind pianist, providing music, Mr. Roscoe and Dward Moore, program manager, went to the microphone for Penny Ice. Three hours later 500 telephone calls and $535 in donations had put the fund over its goal. Twenty Boy Scouts bicycled through the city collecting contributions at the homes of people who telephoned KRES.

Opening Set Sept. 9

FORMAL opening of KRNT Des Moines Radio Theatre is set for Sept. 9 with week's run of "Oklahoma!" slated and with Gov. and Mrs. Robert S. Kerr of Oklahoma, Gov. and Mrs. Robert D. Blue of Iowa and Mayor and Mrs. John MacVicar of Des Moines as guests of honor.

AGENCIES

ALFRED WHITTAKER, with Benton and Bowles, New York, since last January as assistant to the vice president and director of Research, has been appointed associate director of research. He will supervise radio, copy and sales research, and market analysis.

ROBERT E. MAYER, former advertising manager of Hecker Products Corp., has joined Biow Co., New York, as account executive to handle drug product advertising.

FREDERICK A. KELLAR, discharged from the Navy, has been named New York office manager of James Thomas Chirurg Co.

STANLEY F. ELLSWORTH, former copy chief of Hixson-O'Donnell Adv., New York, has been elected a vice president and director of the agency.

JOHN L. SWAYZE, manager of radio commercial copy of Young & Rubicam, New York, and **WALTER B. C. WASHBURN** of agency's merchandising department, have become stockholders of the company.

STUART CHOATE of media department of Leon Livingston Adv., San Francisco, has resigned.

HUGO SCHEIBNER Inc., San Francisco, have opened new offices there at 26 O'Farrell St.

SNOWDEN HUNT, separated from Navy as commander after four years service, has joined production staff of Smith, Bull & McCreery, Hollywood. Pre-service Mr. Hunt was advertising manager of Interstate Aircraft, Los Angeles.

WALTER EDWARD DRURY, formerly with Naval Aviation, has joined Henry A. Loudon Adv., Ann Arbor, Mich.

LAWRENCE WISSER, formerly with Federal Adv., New York, joins Morse International, New York, as contact on Prince Matchabelli account. **JAMES HAUSMAN**, former Navy lieutenant commander, joins agency's copy staff.

BOB LAMB, former NBC Chicago account executive, has joined Pat Patrick Co., Glendale, Calif., in same capacity.

BEN BRADY, co-head writer on CBS "The Dinah Shore Show" last season and writer, producer and performer on summer series, "Brooding with Brady," has been signed by Young & Rubicam, Hollywood, as producer of CBS "The Ginny Simms Show."

RANDOLPH W. HEIZER, former manager of the Detroit office of Compton Adv., has joined the executive staff of Donahue & Coe, New York. While at Compton he was account executive on the White Star division of the Socony-Vacuum Oil Co.

HARRY OMMERLE, overall radio director of A & S Lyons Inc., New York, will headquarter in Hollywood effective next month. **BEN PEARSON**, formerly with J. Walter Thompson Co. and Lennen & Mitchell, Hollywood, joins Lyons to head the New York radio office.

DAVID E. ROTHSCHILD, account executive with the former Oswald Adv., Philadelphia, before entering the armed forces, has formed an agency of his own to be known as David E. Rothschild Adv., at 673 Broadway, New York, for advertising, sales promotion and public relations of limited-budget advertisers.

EDWIN P. CURTIN, formerly with BBDO New York, has accepted the commission of lieutenant colonel in the regular Army and has been assigned to the Army Information School at Carlisle Barracks, Pa., as head of the radio section of the Public Information Branch. Lieut. Col. Curtin, who saw four years of wartime service, largely in China, was previously head of NBC's press department in New York.

GLENN L. HAMMER, former executive director of the Chicago Federated Advertising Club, has joined Harry Atkinson Inc., Chicago, as account executive. Mr. Hammer recently returned from overseas duty where he was attached to Army Intelligence.

FRANK C. NEIMAN, formerly with Spencer W. Curtiss Agency, Los Angeles, has been appointed account executive of C. Franklin Brown & Co., Chicago.

R. EMMETT ATKINSON, head of R. Emmett Atkinson Adv., is in Chicago on three week business trip.

RICHARD JOHNSON, former lieutenant in Navy public relations, has joined Hixson-O'Donnell, Los Angeles, as chief copy writer in public relations department.

HENRY HAYDEN, formerly in charge of traffic on General Electric account at Young & Rubicam, New York, has been named assistant manager, agency's Traffic Dept.

COSBY & COOPER, San Francisco, has been elected to membership in the American Association of Advertising Agencies.

TONY STANFORD, producer of "Lux Radio Theatre" for many years, joined Young & Rubicam, Hollywood, as a radio producer Aug. 15 and takes over production duties on "Duffy's Tavern" when it returns to air Oct. 2.

Now on Air

FOR 15 years Marion Wallace, director of home economics department in Minneapolis office of Campbell-Mithun, has been making recipes, testing old ones, writing copy and doing research, and now through surprise spur-of-the-moment audition she doubles in brass and appears on daily Land O' Lakes Creameries program on KSTP Minneapolis and Northwest Network as home service director of the creamery account.

WISR

IMPORTANT

TO BOOST PENNSYLVANIA SALES

Folks within WISR's coverage area have about $2,000,000,000 income. It's a market you can't afford to overlook, especially since you can reach it for less than 1c per thousand homes.

680 KC — 250 W

BUTLER, PA.

Low-cost Coverage in a 2 Billion Dollar Market

National Representatives
FORJOE & COMPANY

BUY THESE JOHN H. PERRY STATIONS FOR . . . .

PERFECT SOUTHERN EXPOSURE

SALES LOTION

WJHP . . . JACKSONVILLE

ALL VITAL SPOTS COVERED BY JACKSONVILLE'S FRIENDLIEST STATION, SOON TO GO 5,000 WATTS.

WDLP . . . PANAMA CITY

FULL SALES MEAN BRISK BUSINESS BREEZE BLOWING YOUR WAY FROM WDLP: AN EXPANDING CITY!

WTMC . . . OCALA

A SMOOTH COVERAGE OF CENTRAL FLORIDA, FROM WTMC, FAVORITE INLAND VACATION SPOT.

WCOA . . . PENSACOLA

ALL-OVER RESULTS FROM WCOA: TIME BOUGHT FROM THIS STATION IS STARRED FOR SUCCESS AND RESULTS!

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr. John H. Perry, Jr., Vice-Pres.

NEW YORK CHICAGO DETROIT ATLANTA PHILADELPHIA

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

Retail Food Sales In WMBG'S Primary Area Totalled $79,746,000 In 1945

(Sales Management)

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Dinah Shore · Bing Crosby · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

HORN NOT ENOUGH

Motorists May Signal Others by Radio

IT SHOULDN'T be long now, according to Brooks H. Short, before motorists will be voicing their opinions of your driving ability as they whiz by you on a country road.

Mr. Short has been granted authority by the FCC to conduct experimentations in the development of signalling devices for use as an adjunct to the automobile horn, involving the transmission of warning signals by radio from one automobile to another.

Under the terms of the grant, Mr. Short will conduct his tests in the vicinity of Anderson, Ind., using radio transmitters on the frequency of 465 mc and using A-1 type emission. Although there is uncertainty as to the exact device which will be used—perhaps a buzzer, or light or even a little vane mounted on the body of the car to warn of the approach of another vehicle—it was indicated that a simple device of universal application may be developed to decrease the hazards of country driving.

Mr. Short had testified that only signals from the second transmitter will be received by the first receiver, and vice versa. The experiment is being financed by the Delco-Remy Division of General Motors.

"OUTDOOR LIFE TIME"

Produced in association with OUTDOOR LIFE Magazine

the 15-minute, open-end transcribed outdoors program *that has* EVERYTHING!

- A ready-made audience numbering more than 20,000,000 hunters and fishermen.
- Unprecedented point-of-sale promotion; optional mail-pulling contest.

Sponsored Successfully in many important cities, including DENVER, HARTFORD, KNOXVILLE, OKLAHOMA CITY, PHOENIX, TUCSON, HALIFAX, Canada

For Audition Recording write, wire or phone

RICHMAN PRODUCTIONS

10 East 43rd St., New York 17, N. Y. MUrrayhill 2-5854

ALLIED ARTS

BERT SQUIRE, after more than five years with SESAC, joins West Coast sales staff of Standard Radio Transcriptions.

ETHEL DELL rejoins Southern California Broadcasters Assn. as executive secretary.

MAX W. BURRELL has been appointed general sales manager of Collins Radio Co., Cedar Rapids, Iowa. He will be in charge of Collins marketing activities, including New York and Los Angeles offices. Mr. Burrell joined firm in 1943 as assistant to **R. S. GATES**, vice president in charge of procurement and marketing division. He retains his duties as assistant secretary of Collins.

Mr. Burrell

HERBERT G. HART, formerly in the Navy, has joined the Los Angeles office of Collins. From 1939 to 1942 he was assistant sales manager of the Bendix Radio Division of Bendix Aviation Corp. In Navy he was administrative assistant in Aircraft Radio and Radar Section and later price analyst and negotiator in procurement and distribution service in Office of Chief Signal Officer.

A. D. KELLER, with International Standard Electric Corp. since its organization in 1925, has been elected chairman of the Export Committee of the Radio Manufacturers Assn. Mr. Keller is purchasing agent of New York department which handles export for ISEC and Federal Telephone and Radio Corp., both affiliates of International Telephone and Telegraph Corp.

ASSOCIATED MUSIC PUBLISHERS has extended music licensing agreements for additional periods with following stations: **KFOR KLO KOCY KRE KYA WAAB WEAN WGY WICC WLBC WNAC WSYR.**

SUN RECORD Corp., new firm which will produce an exclusive line of foreign records, has been formed by **ABE LYMAN**, radio producer, at 260 E. 161st St., Bronx, New York. Firm is to move soon to larger quarters in New York City. Records will be released in French, German, Italian, Spanish and Hebrew.

VON BAUMANN STUDIO, New York, new firm headed by **Cyril von Baumann**, former world explorer, is offering new series of package programs including "Crossroads to Mystery," based on Mr. von Baumann's experiences.

THOMAS B. ALDRICH has been named general sales and advertising manager of Presto Recording Corp., New York, succeeding **R. C. POWELL**. Mr. Aldrich has been with firm for 10 years.

ELMO C. WILSON, CBS director of research, has been named to a three-man committee to join with **GEORGE GALLUP, ELMO ROPER** and **A. M. CROSSLEY** in establishing a national association of opinion researchers. Other members are: **DR. HENRY DAVID** of BBC and **DR. MORRIS HANSEN** of the Census Bureau.

EDWIN H. MANNING, with Decca Records, New York, since 1942, has been appointed advertising and sales promotion manager succeeding **LEONARD W. SCHNEIDER**, elected vice president of the company.

A. M. HAGE, formerly with NBC New York, has joined Universal Recorders, San Francisco, as manager.

BILL WOOTEN and **BILL TOLLE** have joined Edgar Bergen-Patrick M. Cunning, television production firm, Hollywood, as directors.

DAVID O. TYTHERLEIGH, separated from Navy as lieutenant (s.g.) after more than four years of service, has returned to his post as manager of ASCAP Hollywood district office.

CAPT. GEORGE STEPHEN PERKINS, USNR, has returned to General Electric Co., San Francisco, as receiver representative covering territory of northern California and Nevada. He holds Army Bronze Star medal for outstanding service while attached to General MacArthur's Tokyo headquarters. Pre-service he was with General Electric Supply Corp., San Francisco.

DAVID OWENS, formerly with Dancer-Fitzgerald-Sample, Chicago, and more recently professor of speech at U. of Michigan, returns to Dancer-Fitzgerald-Sample, New York, as general supervisor of daytime shows for Show Production Inc. (agency's show producing subsidiary) about Sept. 9.

GENE SHEFRIN, discharged from Army Public Relations, has been appointed to the account executive staff of David O. Alber Assoc., New York, public relations organization.

MEARL G. ADAMS, former FCC attorney, has become associated with Downs & Scheib, Chicago law firm. Mr. Adams joined FCC Dec. 30, 1942, as investigator in the Chicago field office, was transferred to Washington Law Dept. Sept. 30, 1943, and resigned July 2, 1944.

DUDLEY & RUNIONS, new Hollywood package firm, has been formed at 6000 Sunset Blvd. by **BERNARD DUDLEY**, former New York freelance network announcer just out of Army, and **NORMAN D. RUNIONS**, Navy veteran and former director of news, special events and public affairs at **KIRO** Seattle. Telephone is Gladstone 0024. New York representation is being handled through **CHARLES KING** of King Productions.

TOM NOONE, farm program director of WRC Washington, has joined National County Agent News Syndicate, Philadelphia, as regional editor of "Your Farm Neighbor Program." He will have charge of gathering farm information in eastern states from Massachusetts to North Carolina. Mr. Noone before Navy service during the war had been with KFI Los Angeles.

Mr. Noone

JACK ROURKE PRODUCTIONS, Hollywood packager, has just completed arrangements to present "Niles and Prindle Show," formerly broadcast on Blue Network and then sponsored by Charles E. Hires Co.

AUBREY FINN, legal counsel for Radio Writers Guild since 1939 save for military service, has been named executive secretary. **SYLVIA BASS**, who held post temporarily, remains as assistant.

Frequency Not Determined

PROVIDENCE Bible Institute, Providence, R. I., has been granted a CP for a new non-commercial educational FM station, power of 1.45 kw; antenna: 200 feet, with frequency to be determined by chief engineer FCC. FCC erroneously listed grant to operate on 88.1 mc [BROADCASTING, July 15].

Cincinnati

WSAI

A GOOD NATIONAL SPOT!

A Marshall Field Station

Represented by Avery

Just published!

G.E. Electronic MANUAL OF TRANSMITTING TUBES

TRIODE
GENERAL ELECTRIC
Electronics Department General Electric
Electronic Tubes
TRANSMITTING TYPES
PUBLISHED BY THE GENERAL ELECTRIC COMPANY

OVER 600 LARGE PAGES $2

COMPLETE — UP-TO-THE-MINUTE

—*packed with application data!*

"Electronic Tubes, Transmitting Types" comes to you for $2. Also, for an annual service charge of $1 new and revised pages will be sent to you regularly as issued . . . ORDER TODAY, enclosing payment, or giving authority on your company letterhead to invoice you.

NEW AND AUTHORITATIVE, G. E.'s transmitting tube manual contains photographs, outline drawings, ratings, performance curves, and application data on 94 different tube types, covering the full scope of AM-Television-FM broadcasting and communications. It is a modern and *complete* reference work.

PHASITRON AND LIGHTHOUSE TUBES are included, along with other new developments in the high and ultra-high-frequency fields. Throughout the range of tube types, exhaustive application data is given in the form of definitions, classes of operation, examples of tube operating conditions, and typical circuits.

DESIGNERS OF EQUIPMENT for broadcasting and communications, and owners and engineers of broadcast stations, need General Electric's comprehensive new manual so they can be fully posted on transmitting tubes and their electrical and other characteristics.

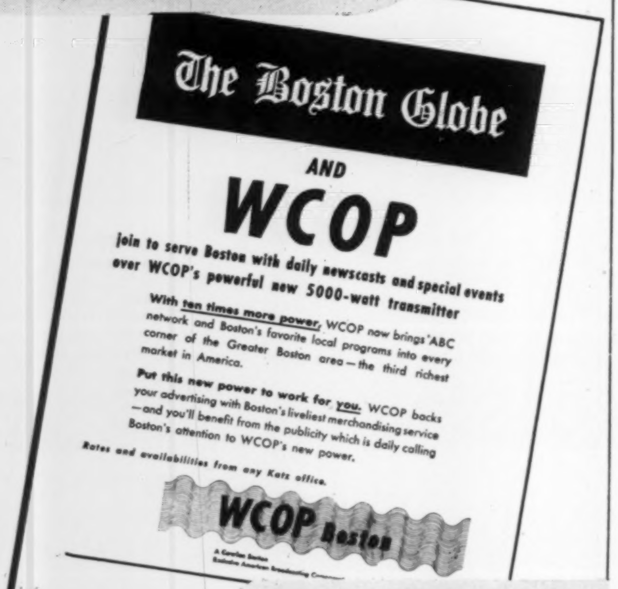
TABBED DIVIDERS AND INDEXED PAGE CORNERS make it easy to locate information. The loose-leaf format and new sheets mailed to you whenever changes occur, mean that G. E.'s transmitting tube manual is kept constantly up-to-date. Order direct from *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GENERAL ELECTRIC

161-E11-8850

FIRST AND GREATEST NAME IN ELECTRONICS

WCOP



The Boston Globe

AND

WCOP

join to serve Boston with daily newscasts and special events over WCOP's powerful new 5000-watt transmitter

With ten times more power, WCOP now brings ABC network and Boston's favorite local programs into every corner of the Greater Boston area—the third richest market in America.

Put this new power to work for you. WCOP backs your advertising with Boston's liveliest merchandising service—and you'll benefit from the publicity which is daily calling Boston's attention to WCOP's new power.

Rates and availabilities from any Katz office.

WCOP Boston

Boston

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

▼

78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.

Printers' Ink

Box Score

NOT ONLY did hundreds of Washington Countians (Pa.) see for the first time how a radio station functions, but the public service box score for the WJPA Washington studio tent at the Washington County Fair also ranked high. To mention a few: 18 mothers were assisted in finding lost children; four boys less than eight years old were re-united with their parents; 12 lost pocketbooks were returned to their owners, most of whom did not realize that they had lost their wallets until the broadcast; four sets of keys were returned; four parties were re-united after separation in the large crowds; four persons were located for emergency calls.

NABET Wins KYW

NATIONAL Association of Broadcast Engineers and Technicians has won in election as bargaining agent for the technical staff of KYW Philadelphia. Count was 14 to 3 with American Communications Assn. (CIO) on the short end. KYW is second station in that area to favor the independent NABET, the first being WFIL.

Harry Martin

HARRY MARTIN, 43, member of the sales staff of WFBL Syracuse, N. Y., died suddenly July 27. He had been with station for 10 years and prior to that had been with the *Syracuse Herald*. He is survived by his wife and two daughters.

News

BOB ANDRE, announcer at WIZE Springfield, Ohio, has been appointed fulltime news editor of the station. Local news will be stressed. He will be assisted by **MARTHA McINTYRE**.

VIC WATERS has been appointed news editor of CJOR Vancouver, B. C.

CLAIR SHADWELL, agricultural editor of WIS Columbia, S. C., has returned to station after a course in poultry raising at Clemson College.

CHUCK CROSBY, formerly with WNHC New Haven, Conn., has joined sports staff of WCOP Boston.

JOHNNY BOYER, sports announcer at KDKA Pittsburgh, has been named m.c. for Aug. 18 Amateur Day at Forbes Field. Fourth annual affair is sponsored by Greater Pittsburgh Amateur Baseball Federation.

ROBERT SNYDER, former war correspondent, has joined WTRY Troy, N. Y., to present "Town Crier" program, featuring news about local people and happenings. News of club meetings and the like also are given. Heard five weekly, program is sponsored by Standard Furniture Co., Albany-Troy-Kingston-Schenectady.

FRANK HARDEN, sports chief of WIS Columbia, S. C., has received a bouquet of gladioli from the Columbia All-Stars, Negro baseball team, in appreciation of his cooperation with the team.

Bid Date Set

NOTICE of the proposed transfer of 50% of the stock of KALL Salt Lake City, Utah, to the Telegram Publishing Co., publishers of the *Salt Lake Telegram*, has been reported by the FCC in the *Federal Register*, giving competitive bidders 60 days from Aug. 2 in which to file competing applicatons, on similar terms as originally proposed. Present owners, Mrs. Abrelia S. Hinckley (50%), George C. Hatch, general manager of KALL (25%), and Wilda Gene Hatch, wife of Mr. Hatch (25%), each will sell half interest to the *Telegram* for a total price of $100,000.

OBSERVING traffic bottlenecks and other District of Columbia problems is Robert McCormick, WRC Washington commentator, on recording jaunt over National Capital via helicopter. Material tied in with discussion on WRC's new *Tomorrow's Washington* series of plan by Brig. Gen. Gordon R. Young, engineer commissioner of D. C., for six-year city face-lifting. WRC had CAB authority for low observation flight.

AUDIODISC 3042
AUDIODISC
NEW YORK U.S.A.
THREE TO ONE
IT'S AN
audiodisc

. . . they speak for themselves

THEY SPEAK FOR THEMSELVES

IN THE BROADCASTING STATIONS throughout the nation, when a live program is recorded for broadcast — when an off-the-air program is recorded for rebroadcast — when recordings are made for clients or for rehearsal and audition purposes — when recordings are made for reference files — in fact when any recording work is done, Audiodiscs are used three to one.

This outstanding preference for Audiodiscs has been recently confirmed by a double-check survey covering 400 radio stations. Approximately half these stations were called upon and reported the actual number of discs used — Audiodiscs and others. The remainder reported by letter stating the proportion of Audiodiscs used to all other makes. In the first group the Audiodisc percentage was 81, in the second 78%.

Since first produced, these fine discs have consistently maintained those qualities required in the increasingly important work of radio recording. Thus Audiodiscs have gained their place of eminent leadership in the field of sound reproduction.

Audiodiscs are manufactured in the U.S.A. under Exclusive License from La Societé des Vernis Pyrolac—France.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.

Hon. Tom Lynch
Donahue & Coe, Inc.
New York City

Dear Tom:

Arthur Godfrey with his Talent Scouts doesn't have a thing on our program director, Bert Sonis. A couple of weeks ago Bert announced that he was goin' to run a barbershop quartet contest, and ever since we've been swamped by all the clubs and plants in the Valley with their entries for the program. We don't know whether these boys just want a chance to do some old fashioned harmonizing or maybe they're after the 4 dozen white shirts that go to the winning quartets. Anyhow, Bert and me have our hands full (yep, I'm in on it too—they picked me as one of the judges) and if the rest of the contestants are as good as the first bunch we had, well, like I said, Arthur Godfrey ain't got a thing on WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

SERVING 4th TEXAS' RICH CITY

KGBS

Harlingen-"Hub of the Valley"

The Only
CBS
OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

McHenry Tichenor, Pres.
Troy McDaniel, Mgr.

Nationally Represented by
HOWARD H. WILSON COMPANY

PROGRAMS

PROGRAM promotion is embodied in quiz format of new WSOC Charlotte, N. C., man-on-street show, "Are You Wise." Heard twice weekly, program queries passers-by on local and NBC program broadcast by WSOC. Gifts to participants are products of network and national spot advertisers. Weekly program schedule also is distributed.

WINX Contributions

SINCE April WINX Washington has contributed to Famine Emergency Relief program a series of six 7:30-7:45 p.m. programs featuring such speakers as Secretary of Agriculture Anderson; series of six-weekly 10-15 minute programs from hotel kitchens, interviews etc.; two Sunday programs, and 451 spot announcements. Data is contained in newly compiled report.

Paris Reports

WFIL Philadelphia is presenting four members of the Philadelphia Inquirer Foreign News Service Bureau, in Paris, in a special series of broadcasts covering the progress of the Peace Conference. Every Sun. 6:30 p.m. listeners hear Francis Chase, Larry Klingman, Madame Suzanne Roquere and Mrs. J. P. McEvoy.

Exchange Programs

SALUTE to the people of Birmingham, England, was aired Aug. 11 by WAPI Birmingham, Ala., as part of an exchange broadcast in cooperation with BBC. Yesterday (Aug. 18) station carried salute from British city to the U. S. city. Transcribed, programs told of home life and other activities of typical English and American families.

On Speedway

INVITATION by Joe Boland on his WSBT South Bend, Ind., evening sports program to drive around new midget auto speedway was accepted by more than 500 motorists. Race track owners thought large cars would help pack the dirt track.

First Sportscast

INITIAL sports broadcast by WPUV Pulaski, Va., new station, was play-by-play airing Aug. 7 of benefit game by Pulaski Baseball Club for a former member of the team, Hatfield McCroskey, who had been made an invalid in an auto accident.

Benefit Auction

WCNC Elizabeth City, N. C., staged four night radio auction to help raise funds for new local park site and swimming pool. Local wholesalers and retailers donated merchandise. Butter sold for $5 per pound, soap $1 a cake.

WDAY Entertains

TO ENTERTAIN youngsters confined to their homes because of current polio threat, WDAY Fargo, N. D., is airing twice-daily "Kids Kwiz" program. Heard five days weekly in both a morning and afternoon spot, series includes telephone quiz.

WTOP, WRC Honored

BOTH WTOP and WRC Washington have received distinguished service certificates from the American Legion in recognition of services to that organization.

Accident Flashes

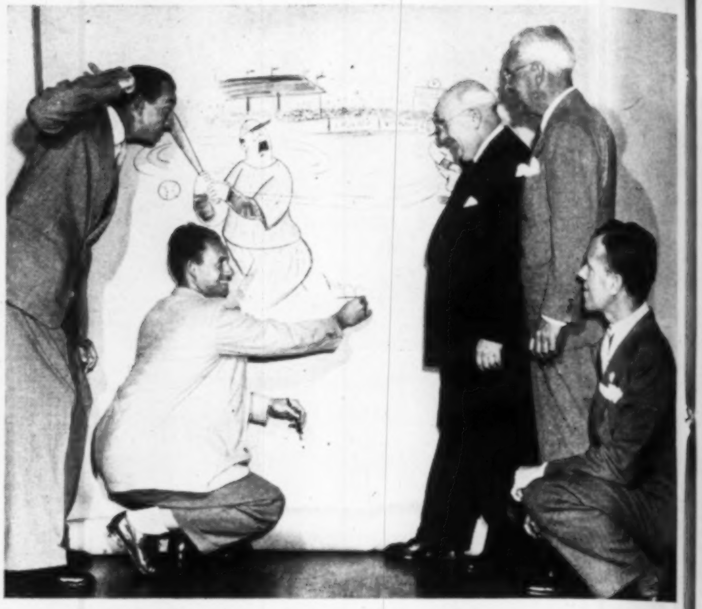
TO EMPHASIZE the need of careful driving WMAL Washington will carry news flashes of auto accidents to be reported immediately to station by the police.

Back to Hollywood

CARMEN CAVALLARO and "Sheaffer Parade" (W. A. Sheaffer Pen Co.) has returned to Hollywood to resume Sun. 2 p.m. (EST) NBC spot, following personal appearance tour. Bob Williams is announcer and Axel Gurenberg, producer.

V-J Day Special

CBS MARKED first anniversary of V-J Day Aug. 14 when it presented special dramatic program, "One Year From Victory-Challenge", 9:30-10 p.m. Program recreated the jubilant atmosphere of V-J Day in 1945 and contrast it with the tenor of the times one year later.



TELEVISION CONTRACT signed by Bristol-Myers Co., New York, for sponsorship of two shows weekly, Sun. 8:30-9 p.m. EST effective Sept. 8, on WCBW, CBS' New York video station, gives Cartoonist Sid Hoff a chance to demonstrate his new character, Shorty. The cartoon figure, partly hidden by face of George Moskovics (center), WCBW commercial manager, will be starred in the first half of the show for Ipana toothpaste. Behind Mr. Moskovics are Lawrence L. Shenfield of Doherty, Clifford & Shenfield, account agency, and Robert H. Brown, vice president and director of advertising for Bristol-Myers. On extreme left is Bob Edge, whose *Vitalis Sports Almanac* will fill the second period.

Time Share

DEVOTING an hour each Sunday to religious services of nine Glendale churches, KIEV offers time gratis and churches involved may use all or part of hour. First 54 weeks have been offered to each church at rate of six weeks each. Station will not accept commercial religious programs.

Legal History

DRAMATIZING story of early California justice, KGFJ Hollywood is airing twice weekly 10-minute program in cooperation with Los Angeles Bar Assn. As series progresses, material will be concerned with current legal problems.

Retains Service

NEW weather service, Weathercasts of St. Louis, has been retained by KXOK St. Louis effective Aug. 19. Weather news and data is to be presented several times daily, seven days a week.

Playhouse on FM

LOCAL talent will be featured in new series of six weekly Sunday evening programs started by KOAD, FM outlet in Omaha. Program is titled "Amateur Playhouse."

From the Bar

INTERVIEWS with patrons at Diamond Dan O'Rourke's Bowery Bar in New York are being presented on WOV New York, Monday through Friday, 11-11:15 p.m. George (The Real) McCoy pitches questions to celebrities from "both sides of the railroad tracks." The bar is still intact with the mahogany decor and gaslight fixtures it boasted in the Gay Nineties.

TWIN CITIES KIDS, kept at home during polio outbreak, get special service from radio stations [BROADCASTING, Aug. 5]. George Grim (left), Minneapolis columnist, reads funnies on WCCO and KUOM as 11-year-old Gerald Ratinor watches.

Workshop Continues

CHOV Pembroke, Ont., plans to continue its community radio workshop through the fall and winter. Five plays have been produced to date.

KLZ Veterans Series

KLZ Denver is broadcasting a weekly veterans information program in cooperation with the Veterans Adm. and titled "Here's to Veterans."

Concert Series

FROM Thornden Park Amphitheatre WFBL Syracuse, N. Y., is airing series of eight Wednesday evening concerts of the 60-piece Syracuse Civic Orchestra.

New CBS Serial

EACH day presenting a different story based on life as reflected in the pages of a home town newspaper, "Joe Powers, Editor" starts Aug. 26 on CBS in weekday 10-10:30 a.m. period. Series will be produced by Jim Hart, former American Red Cross radio director.

Conference Report

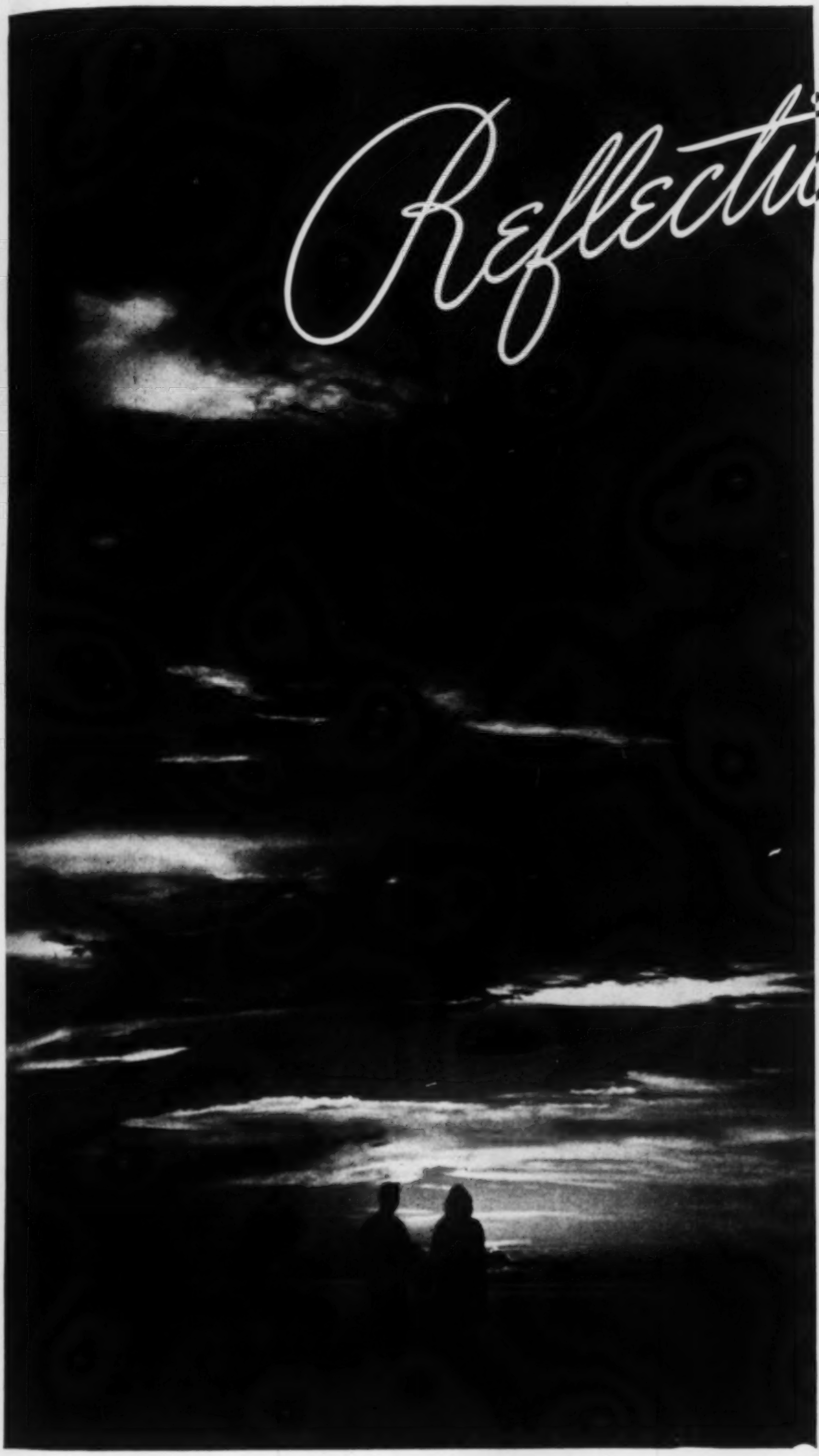
COMMENTATOR Jackson Leighter prepares daily five-minute news summary of Paris Peace Conference for airing by KYW Philadelphia following 6 p.m. newscast. Report is shortwaved to New York, transcribed and flown to station. Title is "Front Seat at the Peace Conference."

Sponsors Army Show

WRVA Richmond was the sponsor with the Army recruiting service of an air show which attracted more than 20,000 people to the Richmond Air Base to see latest Army planes go through their paces. A P-80 Shooting Star set an unofficial speed record on a flight to the show from Dayton. Other exhibition planes were open to the public for inspection.

NBC RADIO-RECORDING PRESENTS

Reflections



A PROGRAM DESIGNED FOR MEDITATIVE, RELAXED LISTENING

The sweep of a harp . . the brilliant color of music woven with the golden thread of words . . and REFLECTIONS looks deep into the pool of memory. Half-remembered hopes, old loves, beauty, happiness become reminiscences as narrator Frank Willis creates ever-changing moods over silken strings of melody . . as baritone Russ Titus softly croons songs of memory against the liquid tones of cello and violins.

REFLECTIONS supplies a long-standing demand (by listener and advertiser) for a program designed for relaxed, meditative listening. Featuring Canada's finest radio talent, this new NBC Recorded Program produced in association with All-Canada Radio Facilities, fills this programming gap with custom-built entertainment that will be applauded by listeners and advertisers throughout the nation.

As narrator of REFLECTIONS, Frank Willis brings to the program the benefits of a full life (having been an actor, sailor and professional artist) and long experience before CBC microphones. His voice is sincere, his reading intelligent, his intonations masterful.

The baritone voice of Russ Titus balances the natural dignity of the program with a fresh, popular stylization of favorite songs. Remembered as former vocalist with the orchestras of Richard Himber and Roger Wolf Kahn, Titus now appears on some of Canada's outstanding commercial programs.

NBC-Produced for maximum commercial effect and entertainment value, REFLECTIONS is available for *local* and *regional* sponsorship at rates that advertisers everywhere can afford. Write, wire, phone for an audition record.

15 minutes—2 times a week, 52 weeks of broadcasting

NBC . . Radio-Recording Division

A Service of
Radio Corporation
of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL-CANADA RADIO FACILITIES, TORONTO, ONTARIO

NORTH
EAST
SOUTH
WEST
The Texas Rangers
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
NOW
ON

KRKO
Everett, Wash.

New
New York Office
475 Fifth Ave.
AN ARTHUR B CHURCH PRODUCTION

Hotel Pickwick, Kansas City 6, Mo.

LOIS BUTLER has joined **KEX** Portland, Ore., as publicity director, replacing **BETTY HILL**, resigned

CONSTANCE PHILLIPS of the merchandising staff of WCOP Boston is to resign to be married Aug. 25 to Hazen Ackles.

HOWARD W. MEAGLE succeeds **JEAN BAUMAN** as director of promotion and publicity of WWVA Wheeling, W. Va. Miss Bauman resigned to begin housekeeping, having married William Lambert of Wheeling on July 28. Mr. Meagle was with WWVA sales staff from 1935 through May 1942, when he joined Martins Ferry, Ohio, Division of Blaw-Knox Co. as assistant supervisor of advertising for post-war period of that firm.

Mr. Meagle

SYDNEY H. EIGES, NBC press department manager, gave two lectures at Syracuse U. School of Journalism last week. Mr. Eiges spoke Thursday on publicity possibilities through radio and Friday on "Television: Tool of Tomorrow."

FRANCIS CONRAD, ABC Western Division stations relations manager, is in New York for two weeks conferring on station relations problems. **TED OBERFELDER**, ABC New York assistant advertising and promotion manager, is in Hollywood for two weeks conferring with network officials.

JIM STOVIN has been appointed assistant promotion director of CJOR Vancouver, B. C.

LES RADDATZ, NBC Western Division press chief, is on three week business and pleasure trip through Pacific Northwest.

PROMOTION

Detroit Service Seen

CREATION of a publicity department for ABC's Detroit office, which will service newspapers in lower Michigan, northern Ohio and northeastern Kentucky and Indiana, appears certain as result of visit to WXYZ Detroit by Earl Mullin, ABC publicity director. Mr. Mullin indicated such a move is contemplated to provide speedier press service on ABC activities formerly released by network's New York and Chicago offices.

WPEN Retains Right

CLAIM of WPEN Philadelphia to conduct official contest for selection of Miss Philadelphia in 1946 Miss America competition at Atlantic City was upheld last week in Philadelphia Common Pleas Court. Grant of a preliminary injunction against WPEN, asked by Oscar Neufeld who claimed right to conduct contest, was denied by the court.

Quiz for Salesmen

PART of entertainment at WLAC Nashville presentation to local sales managers of nationally-advertised products, was a quiz show following dinner. Questions about programs and products of radio sponsors, with prizes of such products, helped to acquaint representatives with WLAC market coverage and to emphasize what is being done in radio advertising to help sell their products.

Television Promotion

TO PROMOTE approach of television to that community, WTAG Worcester, Mass., has started series of window displays in Main St. window of John C. MacInnes Co., designed to familiarize area residents with the aims and potentialities of the new art. Its link with retail merchandising also is emphasized.

WOV Invitations

SAMPLE certificate of membership in Diamond Dan O'Rourke's Athletic & Social Club was used as invitation to by George (The Real) McCoy of WOV New York to premiere broadcast Aug. 12 of new interview program from the bar at 156 Park Row, that city. Those interviewed on new program receive membership certificate and "one genuine, imported, Egyptian, artificial diamond stick-pin."

Paper Reprints

REPRINTS by WWVA Wheeling, W. Va., of local News-Register for Aug. 4 have been used by station as promotion stunt. The front page of the paper that date carried story of state beauty contest and picture of winner at WWVA mike. Page was overprinted in red, "WWVA, doing a front page job in Wheeling, W. Va."

School Promotion

PROMOTION piece has been issued by CBS giving advance information on the network's "American School of the Air" which begins its 17th year Sept. 30. Circulation of the eight-page booklet, titled "Going on Seventeen," will be 5,000, including educators, public opinion leaders and libraries. Copy describes various topics of programs to be heard on five-a-week series.

ABC-MGM Contest

MORE than 200 ABC stations throughout country have tied up with Metro-Goldwyn-Mayer in effort to select "Mr. & Mrs. America of 1947," only from among prospective couples. Contest will be promoted through network's "Bride and Groom" with each station selecting local finalist and area eliminations until winning couple is selected for trip around world paid by MGM.

Saturday Study

TITLED "Memo . . . Sat.," NBC Western Division has released brochure to advertising agencies and sponsors outlining study of Saturday daytime. Folder describes success of various types of sponsors who have used this time, as well as facts derived from listener habits, studies covering this period.

KOA Folder

FOLDER has been issued by KOA Denver titled "How to Run a Radio Station," listing reasons why KOA is "first with listeners" and advertisers.

KMA-Avery Brochure

BROCHURE relating "A 'Reps' Day on an Iowa Farm" has been prepared by KMA Shenandoah, Iowa to support its claim to "The No. 1 station in the No. 1 farm market." Piece relates visit by Lewis H. Avery, owner of station representative firm under his name, to a typical Iowa farm. Photos and text cover all phases of farming and farm life. Market data and comparisons complete presentation.

WEEI Packet

PROMOTION packet distributed by WEEI Boston, "It's in Our Second Boston Bag," contains listings of choice program availabilities and station-comparison brochure, "The Boston Barometer." Packet cover pictures typical Boston bag.

WCOP Phone

WCOP Boston, with move to new quarters in New England Mutual Bldg., has even acquired promotion twist in new phone number, COPley 0123. Newsroom and studios will be moved to new location about Sept. 15.

Golf Tournament

WKMO Kokomo, Ind., Sept. 14 and 21 will sponsor First Annual Kokomo City Golf Tournament on Kokomo American Legion Golf Course and Kokomo Country Club. At each course 36 holes will be played. WKMO Sports Editor Joe Jordan is in charge.

WIOD Booklet

BOOKLET titled "Something Special," giving pictures and word descriptions of best local and NBC programs this year, has been prepared by WIOD Miami, Fla.

Blotter-Calendar

CKNW New Westminster, B. C., is distributing blotters with a timebuyer's calendar on the back. Calendar runs from September of this year to February 1948 and is arranged in columns of 13 weeks.

KCMJ Mail Piece

KCMJ Palm Springs, Calif., has prepared mailing piece "We have it all to ourselves" pointing out how station is only available medium covering mountain and desert-locked vacation resort and its neighboring communities.

Parking Aid

BOWLING GREEN, Ky. motorists who overstay their parking time under city's new parking meters are saved from fines by the WLBJ promotion department, which puts a coin in any meter that shows a violation and leaves a card explaining who did it.

WIS Paper

HOUSE ORGAN to be issued each month by WIS Columbia, S. C., is titled WIS-Dom. First issue, appearing Oct. 1, will promote time changes to Eastern Standard Time and herald NBC Parade of Stars.

Program Policy

WFTL Fort Lauderdale, Fla., is distributing booklet outlining its program policy which is based on "melodic music."

• AVAILABLE FOR NATIONAL SPOT SALES •

PREFERRED
Top Morning
LISTENING
7:30 to 9
EXCLUSIVE LOCAL NEWS
TOP TUNES
that's why people
STAY tuned
to
WILM
1450
ON YOUR DIAL
THE VOICE OF MUTUAL IN
WILMINGTON, DELAWARE

SUMMER TIME

is Selling Time in Savannah. And WSAV sells at the lowest per person cost of any medium.

NBC

WSAV
SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.

An Outstanding Success!

Raytheon's

RC-11 STUDIO CONSOLE

for AM or FM

The Most Versatile Unit of its Kind...Easily Controlling Two Studios, Announcer's Booth and Nine Remote and Two Network Lines.

FIRST UNVEILED at the I.R.E. Show last winter, this remarkable Raytheon Console has won a unique place in its field—commanding the attention of studio engineers and managers as few items of broadcast equipment ever have!

It provides *complete* high-fidelity speech-input facilities for the modern station—with all the control, amplifying and monitoring equipment contained in a single compact cabinet. It easily handles any combination of studios, remote lines or turntables—broadcasting and auditioning simultaneously, if desired, through two high quality main amplifier channels. It makes it a simple matter to cue an oncoming program and pre-set the volume while another program is on the air.

Note the sloping front and backward-sloping top panel, giving maximum visibility of controls and an unobstructed view into the studio. Note the telephone-type, lever action, three-position key switches, *eliminating nineteen controls* and reducing operational errors to a minimum.

The beauty of this console, in two-tone metallic tan . . . the efficient, functional look of it . . . will step up the appearance of any studio, and yet blend easily with other equipment. And the low price of this Raytheon Console will amaze you.

Inquire at once! Write or wire to:

Compare

THESE OUTSTANDING FEATURES WITH ANY OTHER CONSOLE

1. **SEVEN** built-in pre-amplifiers—*more than any other console*—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. **NINE** mixer positions—*more than any other console*—leading to 5 microphones, two turntables, one remote line and one network line.
3. **NINE** remote and two network lines—*more than any other console*—may be wired permanently.
4. **TELEPHONE-TYPE** lever-action key switches used throughout — most dependable, trouble-free switches available. *No push buttons.*
5. **FREQUENCY RESPONSE** 2 db's from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. **DISTORTION** less than 1%, from 50 to 10,000 cycles.
7. **NOISE LEVEL** minus 65 db's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. **ALL FCC REQUIREMENTS** for FM transmission are met.
9. **DUAL POWER SUPPLY** provides standby circuit instantly available for emergency use.
10. **POWER SUPPLY** designed for mounting on desk, wall or relay rack.
11. **INSTANT ACCESS** to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division **7517 N. Clark Street, Chicago 26, Ill.**

RAYTHEON

Devoted to Research and Manufacture for the Broadcasting Industry

Excellence in Electronics

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

TECHNICAL

DeWAINE E. RAUER has been appointed chief engineer of WENT Gloversville, N. Y.

NORRIS C. McKAMEY, formerly on the engineering staff of WCAZ Carthage, Ill., has been named transmitter engineer at KSTT Davenport, Iowa.

JULIUS L. SMITH Jr., Navy veteran, and **JAMES J. BYRD**, for three years in Navy radio, are new control room operators at KTRH Houston, Tex. **CURTIS LANGFORD** resigns from that staff to join Eastern Airlines and **AUGUSTINE GALIANO** also resigns, to enlist in the Navy.

ED HODGENS has been named transmitter operator at WIS Columbia, S. C.

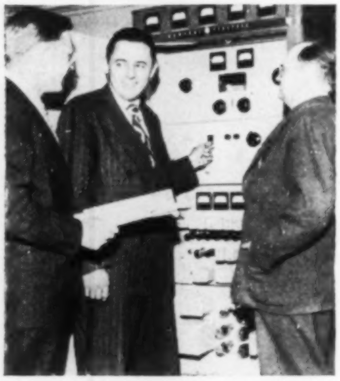
IN REVISED form and with new chapters on transformers and room acoustics, the handbook Reference Data for Radio Engineers, published by Federal Telephone and Radio Corp., affiliate of I.T.&T., has been reissued.

ARTHUR A. DETERS, former assistant chief engineer of WKNE Keene, N. H., has been appointed chief engineer of WNBH New Bedford, Mass. He succeeds **EVERETT PARKER**, who has resigned to move to California.

HAROLD (Red) STEIN, released from the Merchant Marine and former engineer at KLZ Denver, has joined the engineering staff of KFEL Denver.

MANTEN T. HANSON, former transmitter operator at KSCJ Sioux City, Iowa, has joined the engineering staff of WWRL New York.

HOMER H. DALY, former chief engineering officer for the North Atlantic division of the Army communications system, has been awarded a citation from the chief signal officer and the Army Commendation Ribbon for meritorious achievement.



FIRST postwar FM transmitter of General Electric Co., Syracuse, to be delivered on the West Coast, according to GE's Electronics Dept., is turned on at Mt. Wilson, site of Earl C. Anthony Inc. (KFI) FM and television activities. Cameron G. Pierce, GE western transmitter representative, switches on the equipment while executive engineers of KFI, Curtis Mason (left) and H. L. Blatterman (right) look on.

JAMES V. COLEMAN, NBC studio engineer for 13 years and a Marine captain during the war, has accepted the position of broadcasting executive in the Civil Communications Section of the U. S. Army of Occupation in Japan. Mr. Coleman will stay in Japan either six months or one year, after which he will return to his duties at NBC.

ALBERT COBB, out of RCAF, has joined the engineering staff of CJKL Kirkland Lake, Ont., as assistant engineer.

RADIO ON FREIGHT CARS IS SUCCESSFUL

USE OF RADIO on freight trains indicated greater efficiency in railroad operations following a comprehensive series of tests conducted in March and April by Western Electric Co., in cooperation with the North Pacific Railway on a new type of VHF railroad radio equipment, it has just announced.

Tests were carried out on runs between Seattle and Yakima, Wash., a distance of about 145 miles over the rugged Cascade Mountains, and between Seattle and Portland, Ore., a distance of about 180 miles.

The new radio equipment was designed by Bell Telephone Labs., to operate in the new 152 to 162 mc band which has been assigned to the railroads by the FCC, and consists of a radio transmitter and receiver, handset type microphone with push-to-talk button, loudspeakers and control unit, power supply comprising a generator and inverter, and a quarter wave vertical antenna with ground plane.

N. Y. Police FM

A STATEWIDE installation of FM receivers and transmitters for exclusive use of the New York State Police has been announced by John A. Gaffney, Division of State Police. The system will be three-way using 73 radio telephone transmitting and receiving points, and will be leased from the New York Telephone Co.

Phases of Piezoelectricity

TECHNICAL book, Piezoelectricity, by Walter Guyton Cady, professor of physics at Wesleyan U., has been published by McGraw-Hill, New York ($9). Containing 806 pages, book presents fundamental facts and principles for new lines of research as well as formulas, numerical data, charts, etc.

W. R. Ennell

FULL COVERAGE

Highlights or a bright business picture for Richmond, Virginia . . . where WRNL enjoys an ever increasing hold on the listening ear!

RICHMOND

1. Ranked second among thirty-nine industrial centers in percentage of manufacturing employment as of January, 1946.
2. Is the center of 5 States and the District of Columbia, and is the foremost industrial city in the South.
3. Has an employment growth approximating 1,000 additional wage earners every two years.

Keep an eye on Richmond! WRNL listeners are keeping an ear on your advertising!

WRNL RICHMOND, VA. 5000 WATTS

NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

WHO
is "Listened-to-Most"
in 74 *of*
Iowa's 99 Counties
(No. 2 Station is "Listened-to-Most" in 11 Counties!)
Write for complete facts!
50,000 Watts • Des Moines
Free & Peters, Representatives

WKNB WKNB WKNB

840 KC - 1000 WATTS 840 KC - 1000 WATTS 840 KC - 1000 WATTS

1000 WATTS 840 ON THE DIAL • NEW BRITAIN, CONN. •

WKNB

Connecticut's Newest Station

NOW ON THE AIR

Can do a Selling Job for You

WKNB's one thousand watts of NON-DIRECTIONAL power at the choice spot of 840 on the dial, the lowest frequency of any station in the New Britain — Hartford Metropolitan area, means the equivalent of FIVE THOUSAND WATT COVERAGE . . . at 250 WATT RATES!

WKNB's full primary coverage of the huge Central Connecticut market reaches:

- 800,177 Radio Listeners
- 226,107 Radio Families
- A market totaling $721,100,000 annually in retail sales
- Highest effective family buying income in the United States

WKNB's excellent programs are locally created by a competent staff — selected for experience and ability to produce the kind of programs which build maximum listening audiences.

NEW BRITAIN BROADCASTING CO.

213 Main Street • New Britain • Connecticut

WALTER WINDSOR, MANAGER

NATIONAL REPRESENTATIVES

Adam J. Young, Jr., Inc. • New York • Chicago • San Francisco • Los Angeles

Bertha Bannan • Boston, Massachusetts • New England Regional Representative

DETROIT'S LEADING
INDEPENDENT
STATION

W
J
B
K

These Advertisers Find WJBK Has Plenty on the Ball

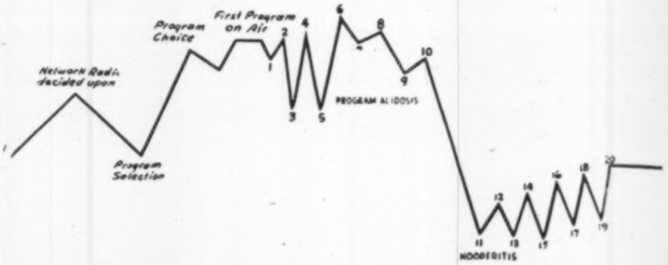
Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area:

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

ADVERTISERS' REACTION CHART



GENUS SPONSOR, a subdivision of the human species, is thought to react as per above graph during growing pains of new radio shows. Graph was prepared by Shaw-LeVally, new Chicago agency, based on experience with Household Finance's *Phone Again Finnegan* (CBS).

Milestones

WESTINGHOUSE service pins have been awarded to three broadcast employes. A. H. Bates, auditor of KYW Philadelphia, has completed 20 years of service while Perry H. Huffman, engineer at same station, and Franklin A. Tooke, program director of KDKA Pittsburgh, have completed 10 years of association with Westinghouse. Mr. Huffman served during war years as major with Army Airways Communications System in South Pacific . . . William J. Thomas, "Main Street Editor" for KDKA, has started fifth year with that outlet. Aug. 9 marked third milestone for KDKA's *Brunch With Bill*, daily noontime variety program . . . Aug. 10 KYW educational director, William C. (Colonel Bill) Galleher, completed his fourth year with the station . . . On the sponsor side, KYW's *Ruth Welles at Home* program has been renewed for another 25 weeks, to begin fourth year, by Philadelphia Electric Co. Program is heard Tues.-Wed.-Thurs. 1:30-1:45 p. m. Al Paul Lefton Co. is agency.

Eighth Year

Aug. 12 J. Frank Burke, owner of KFVD Los Angeles, started his eighth consecutive year as "Editor of the Air." He broadcasts five days weekly. Series is sustaining . . . Ernie Swan, chief engineer of CKEY Toronto, has completed his 25th year in Canadian broadcasting. In 1926 he owned and operated former CKPR Midland, Ont., and in 1929 he joined CKCL Toronto, predecessor of CKEY.

Aug. 2 WICC Bridgeport, Conn., commemorated its 20th anniversary. Station first started at Danbury as WCWS. WICC is MBS-Yankee affiliate . . . With completion of *Fourth Revision*, the total of radio scripts written by Ronald Dawson of CBS over period of 20 years now totals 1,100. Latest piece by network director was done in collaboration with William Geib, formerly with CBS network operations.

Olga Andre, who on Aug. 25 will complete her 10th year of broadcasting Spanish programs to Latin America through NBC International Division, will be honored by the division on that date in a special half-hour program. A native of Costa Rica, Miss Andre recently was named cultural and artistic attache to the Costa Rican General Consulate in Los Angeles, as a reward for her outstanding contributions to Latin American radio.

Gold Disc

Presentation of a gold-plated transcription of the 500th broadcast of *The Hermit's Cave* weekly mystery originating at WJR Detroit for The Carter Coal Co., has been presented by WJR to the sponsor through its agency, Ralph H. Jones Co., in recognition of long and happy business association. Mounted on mahogany base, disc was presented to James Walter Carter, coal firm president.

Ten years ago Young & Rubicam opened its Hollywood offices with Mildred Heredeen as office manager. Today she is still with firm in that capacity, celebrating her anniversary Aug. 11.

NEARLY $500,000,000

A total of $486,264,290 represents the bank deposits and postal savings in Greater Miami financial institutions as of the end of June, 1946.

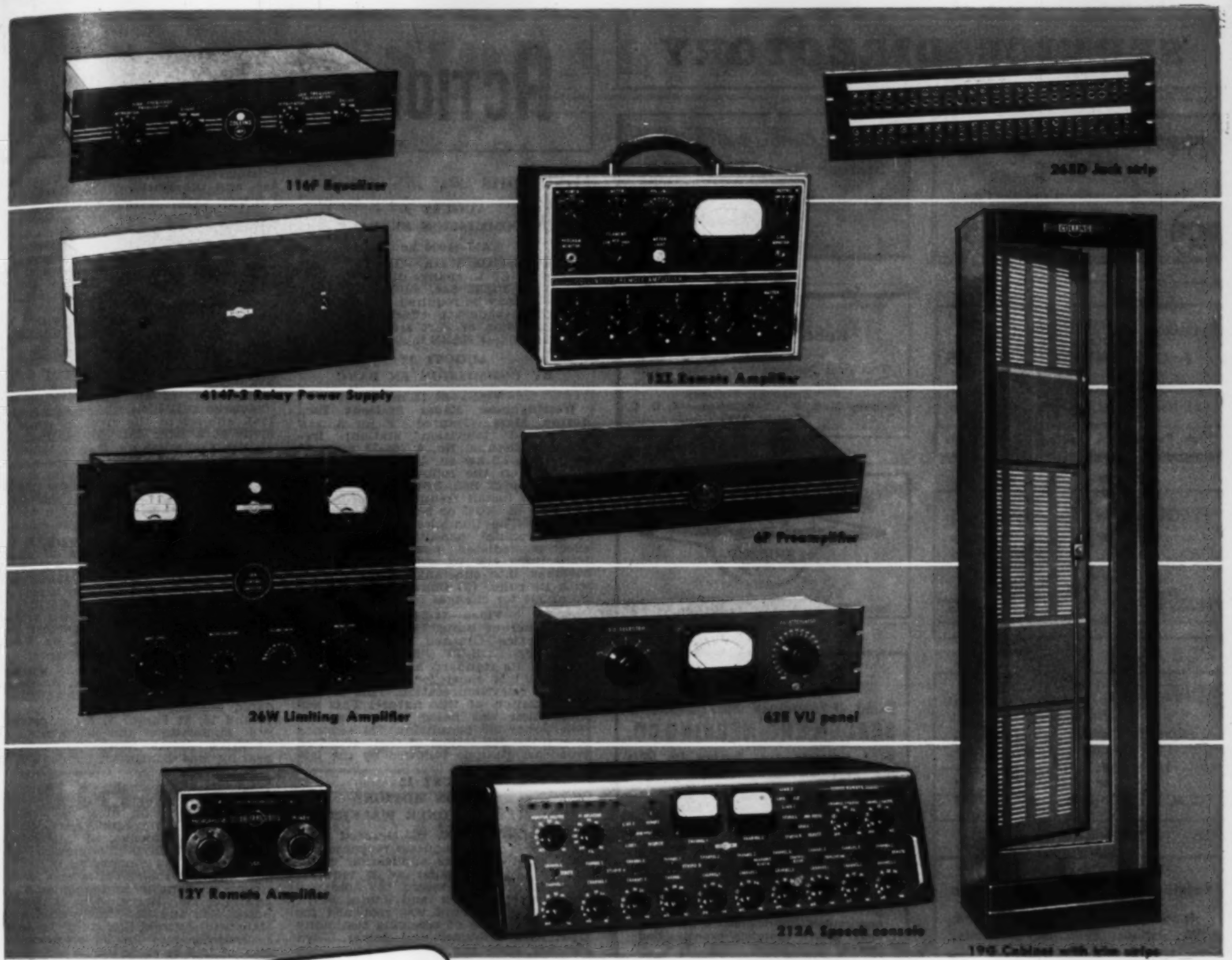
MIAMI
is a Year 'Round Market . . .

WIOD THE STATION MOST PEOPLE LISTEN TO MOST!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

CONNECT IN CONNECTICUT
Get all 3 on WDRC . . . coverage, programs, rate! Write Wm. Malo, WDRC, for spot availabilities this Fall. Basic CBS, Hartford.


116F Equalizer
265D Jack strip
414F-2 Relay Power Supply
12Z Remote Amplifier
6P Preamplifier
26W Limiting Amplifier
62E VU panel
12Y Remote Amplifier
212A Speech console
19G Cabinet with trim strips

10 examples

. . . of Collins superiority in broadcast quality

The ten equipments shown are only a fraction of the total list of Collins products designed for discriminating broadcast station owners. Speech equipment and accessories are all of highest quality. Their low noise and distortion levels and wide frequency response are ideally suitable for high fidelity AM and FM stations. Each unit is specifically and thoroughly engineered for long life in its particular application. Maximum accessibility makes routine maintenance a simple task.

Collins can furnish your entire equipment needs. Write today regarding your transmitter requirements. Ask for our new bulletin, "Collins Broadcast Speech Equipment and Accessories."

FOR BROADCAST QUALITY, IT'S... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. • **458 South Spring Street, Los Angeles 13, California**

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE
ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting &
Ground Systems
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ACTIONS OF THE FCC

AUGUST 9 to AUGUST 15

Decisions . . .

AUGUST 9
BY COMMISSION EN BANC

AM—1000 kc

KOMO Seattle, Wash.—Granted modification of CP to change directional antenna for night use, subject to such action as may be required by the Commission in order to effect compliance with provision of Part 2(c), Secs. 2(a) (b) and (c) of NARBA.

AUGUST 12
BY COMMISSION EN BANC

Video—66-72 mc

Westinghouse Radio Stations Inc., Boston, Mass.—Granted CP for a new commercial television station; frequency: Channel No. 4 (66-72 mc); 10 kw visual, 7.5 kw aural power; antenna 500 feet, on the following conditions: (1) Waiver of Sec. 3.652 required. Permittee to install frequency monitor of accuracy of .001% or better when available. (2) The Commission may in the future require permittee to increase effective radiated power or relocate transmitter site in order to bring the coverage into substantial conformance with its rules. (3) Contingent on filing Form 304 for changes in WBZ antenna.

Video—54-60 mc

Albuquerque Bcstg. Co., Albuquerque, New Mexico—Granted request to use call letters KOB-TV ("KOB" is the call letter of its standard broadcast station and "TV" is short for television) for its new television station. This is first authorization of this nature. This authorization was based upon Commission policy of permitting FM stations to use the call letters of their standard broadcast stations followed by the letters FM.

AUGUST 12
ACTIONS ON MOTIONS
BY COMMISSIONER WALKER

WRAL Raleigh, N. C.—Granted petition insofar as it requests reopening of the record in re its application et al; denied petition insofar as it requests receiving into the record the affidavits from A. J. Fletcher and James Floyd Fletcher. The record was reopened for the sole purpose of receiving testimony from A. J. Fletcher and James Lloyd Fletcher upon the question of overlap or multiple ownership between Durham Bcstg. Co., Durham, N. C. and the Capitol Bcstg. Co. Inc., WRAL Raleigh, and further ordered that the further hearing in this proceeding be scheduled for Aug. 12 at Washington.

Edwin Mead, Rockford, Ill.—Granted petition for leave to amend his application so as to supply a supplemental engineering report containing changes in the nighttime coverage due to recent grants of other stations and presenting more complete data regarding possible conflicts with other pending applications, and the amendment was accepted.

Radio Wisconsin Inc., Madison, Wis.—Granted petition for leave to amend its application so as to specify a revised directional antenna and supply current information on program plans, and the amendment was accepted.

WOWO Ft. Wayne, Ind.—Granted petition for leave to amend its application for CP so as to specify a new transmitter site, etc., and the amendment was accepted.

Hearst Radio Inc., New York—Granted petition to dismiss without prejudice application for a new FM station.

KSAN San Francisco, Calif.—Granted petition for leave to intervene in the hearing on applications of Modesto Bcstg. Co. and Turlock Bcstg. Group.

WDEV Waterbury, Vt.—Granted petition of Lloyd Squire, surviving partner of Lloyd E. Squire and Wm. C. Ricker, d/b as Radio Station WDEV, for leave to amend application for CP so as to show death of one of the partners, Wm. G. Ricker; substitute Lloyd E. Squire, surviving partner and Ernest C. Perkins, executor of the estate of Wm. G. Ricker as the applicant in place of the original applicant, and the amendment was accepted.

Town Talk Bcstg. Co., Grass Valley, Calif.—Granted petition for leave to amend application for CP so as to add to the application various letters of endorsement from citizens and representatives of civic groups in Grass Valley, and the amendment was accepted.

KVAN Vancouvcer, Wash.—Granted petition requesting reinstatement of its application for CP which was dismissed without prejudice on May 9, 1946, subject to the right of reinstatement at a later date under the provisions of the Commission's Public Notice of Jan. 5, 1946, and to accept amendment filed simultaneously with the petition specifying the frequency 910 kc, with 1 kw unlimited time, DA day and night. The application was reinstated and the amendment accepted.

Ark. Valley Bcstg. Co., Fort Smith, Ark.—Granted petition requesting reinstatement of application which was dismissed without prejudice on June 7, 1946, subject to the right of reinstatement at a later date under provisions of the Commission's Public Notice of Jan. 5, 1946, and to accept the amendment filed simultaneously with the petition specifying the frequency 1270 kc, with 1 kw unlimited time, using directional antenna. The application was reinstated and the amendment accepted.

Newark Bcstg. Corp., Newark, N. J.—Granted petition for leave to amend application for CP (Docket 6190) so as to change Paragraph 17 of the application to show that petitioner is requesting in part the facilities of WAGE Syracuse, and to show petitioner's willingness to pay the reasonable cost of a change in transmitter site by WAGE, and the amendment was accepted.

KVOX Moorehead, Minn.; Northern States Bcstg. Co., Fargo, N. D.—Granted petition for continuance of consolidated hearing now scheduled for Aug. 14 and 15, at Fargo, N. D., on petitioner's application and application of Northern States Bcstg. Co. and said hearing was continued to Sept. 23 at Washington.

Mansfield Journal Co., Mansfield, Ohio; Lorain Journal Co., Lorain, Ohio—Granted petition filed by Mansfield Journal Co. and Lorain Journal Co., requesting an extension of time to Aug. 27 within which to file proposed findings of fact and conclusions in the proceeding upon their applications for construction permits and application of Lawrence W. Harry, d/b as Fostoria Bcstg. Co., and the time within which Mansfield Journal Co. and The Lorain Journal Co. may file its proposed findings of fact is extended to and including Aug. 27, 1946.

BY COMMISSIONER HYDE

Idaho Falls Bcstg. Co., Idaho Falls, Ida.; Eastern Idaho Bcstg. & Tele. Co., Idaho Falls, Ida.—Ordered that the hearing on these cases now scheduled for Aug. 19 at Idaho Falls, be continued to Sept. 18 at Idaho Falls.

AUGUST 12
ACTION IN DOCKET CASES

The Commission announces decision granting the following applications for FM broadcast stations in Washington, D. C.:

Commercial Radio Equipment Co., 101.3 mc (No. 267); 20 kw; 500 feet.

Cowles Broadcasting Co., 100.5 mc (No. 263); 20 kw; 350 feet, subject to CAA approval of height and location of antenna structure, and subject to no adverse effects on radiation pattern of standard broadcast station WOL.

National Broadcasting Co., 94.5 mc (No. 233); 20 kw; 490 feet; subject to condition that permittee shall satisfy legitimate complaints of blanketing.

Metropolitan Broadcasting Co., 101.7 mc (No. 269); 20 kw; 500 feet.

Potomac Broadcasting Cooperative Inc., 93.3 mc (No. 227); 20 kw; 495 feet; subject to filing of application specifying new transmitter site which meets CAA approval, and for approval of technical features of proposed installation.

Evening Star Broadcasting Co., 94.1 mc (No. 231); 20 kw; 500 feet; subject to condition that permittee shall satisfy legitimate complaints of blanketing.

WINX Broadcasting Co., 92.9 mc (No. 225); 20 kw; 500 feet; subject to filing of application specifying for the new location technical features of proposed operation.

Theodore Granik, 93.7 mc (No. 229);

(Continued on page 82)

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James on CAB

(Continued from page 20)

it was needed during the formative years of broadcast advertising.

Hooper Beginning

In the meantime, a group of magazines became interested in a competitive study of radio, using the so-called coincidental technique developed by Pauline Arnold and others. These magazines employed the Clark-Hooper organization to make a coincidental study of the radio audience for them—and by this unusual port of entry, C. E. Hooper became interested in radio audience measurements and later established the Hooper coincidental audience measurements.

Those who argue about the relative merits of the various research techniques used sometimes overlook the fact that these techniques were developed over a period of many years. They had to pass through an evolutionary period. It would be absurd to imagine that from the very beginning the radio researchers knew exactly what they were looking for and exactly how to obtain it. They had to learn by trial and error.

The fact that the earliest forms of Crossley reports would be considered inadequate today does not in any way detract from the value that these reports had in the early years.

As we get to learn more about any medium, we naturally become more critical of the yardsticks applied to them. Today, when we point to the shortcomings of the various rating services, we should stop occasionally and realize how much more we know about the radio medium than we knew 15 years ago and how helpful these rating services have been in bringing us to our present state of knowledge.

New Fields Seen

The recent decision of CAB to go out of the rating business is just one more step in a long series of forward steps. It does not mean that the idea of cooperative action in radio research is dead. It does point up the fact that times change and that wise organizations change with the times.

During the course of its 17-year history, the CAB made progressive changes and improvements, and simultaneously independent research organizations developed their own techniques, and contributed much to radio research.

It became obvious during the past year or so that while the need for pioneering was just as great as ever before, the actual fields to be pioneered had changed considerably. Most advertisers seem to feel that their program rating needs are best filled by the Hooper rating service, but all agree that relative audience popularity is by no means the only thing needed. Some facts are now needed which are not satisfactorily provided by any of the services currently available. The time has obviously come to turn to the exploration of new fields of research, with a view to evaluating the current needs of the broadcast advertising world.

Proud Record

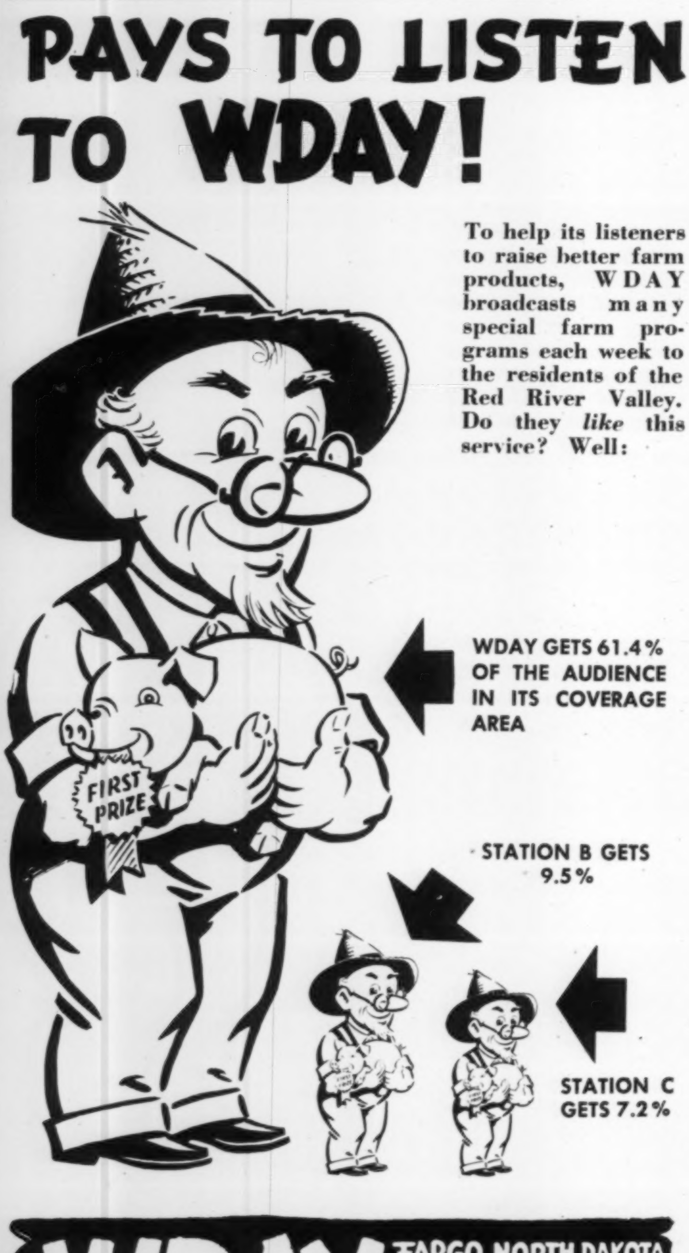
Whatever its shortcomings might have been—and we certainly know all about them now!—everybody in radio should take pride in the record of the CAB. The example it set has been successfully followed not only in our own advertising medium, but by the magazine and newspaper researchers. Due to the CAB's pioneering, it is now an established practice on the part of U. S. advertisers and their agents to study much more than the total circulation of the mediums being used. All sorts of studies are now made to determine readership to individual advertisements, to establish sponsor identification, to analyze copy, and to make various other studies which give a more realistic picture of what is being bought for the advertising dollar than any figures of "total circulation" were ever able to give.

Looking to the future, it seems clear that now that the wartime honeymoon is over, advertising will be bought more and more scientifically. Research will play an ever greater part in determining the size of appropriations and the places where those appropriations will be spent. The users as well as the suppliers of network broadcasting will continue to have many interests in common. It is hoped that whatever group, committee or organization takes on the job, will make as great a contribution to broadcast advertising in its maturity, as the CAB made during radio's teen-age years.

FOR GALLANTRY on Corregidor, Mike Winterman of the KHQ Spokane, Wash., commercial staff receives the Silver Star from Capt. Walter F. Prien of the Spokane Naval Supply Depot. Mr. Winterman, a former Marine sergeant, was a Jap prisoner for 3½ years. Observing with pride is Mr. Winterman's bride, the former Esther S. Schechtman.

Ham Contest

CONTEST for radio hams is being conducted by Sun Radio & Electronics Co., New York, with a new Hammarlund Super-Pro receiver as first prize. Receiver will be given to ham suggesting winning name for cartoon-type character being created by Sun Radio to be featured in company's future advertising. Closing Oct. 15, 1946, contest judges include Walter Jablon, sales manager of Hammarlund Mfg. Co., and Win Allen, New York sales representative of RCA.



PAYS TO LISTEN TO WDAY!

To help its listeners to raise better farm products, WDAY broadcasts many special farm programs each week to the residents of the Red River Valley. Do they *like* this service? Well:

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5%

STATION C GETS 7.2%

WDAY
FARGO, NORTH DAKOTA
N.B.C.
FREE & PETERS, Inc.
National Representatives

PHILADELPHIA'S No. 1 Station

FOR PROMOTION!
CAR CARDS • 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Watts WIBG

REPRESENTED Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

Beville on CAB

(Continued from page 20)

towns, and rural areas; to all income brackets, specifically including non-telephone as well as telephone homes; to areas receiving excellent multi-station coverage ranging down in proper proportion to areas remote from transmitters."

Not the Answer

It is apparent from the wording of this recommendation that the committee envisioned only a national rating service and not one which would necessarily be applicable to individual stations. Such a solution would be helpful to networks and network advertisers but could not be accepted as solving the problem for the hundreds of stations currently using local ratings.

To meet this qualification of projection to total radio homes it will first be necessary to know "the area reached by the stations carrying the program." Is this information to come from BMB or from the ratings service itself? If the rating is to be projected to "the total number of radio homes" and is further to stratify to give proper weight "to areas receiving multi-station coverage ranging down in proper proportion to areas remote from transmitters," it seems obvious that the proposed ratings service must at some point employ research covering virtually every county in the United States. At present BMB is the only radio research agency which does this.

As one studies this complex problem, it becomes more and more evident that ratings figures will have to be projectable to the number of radio homes outside the areas covered by the ratings sample on a basis of some such nationwide county-by-county survey as BMB, if the important variable of competitive signal availability is to be taken into account.

BMB 'Bright Hope'

The fact that BMB does not now supply the basis for such projections can easily be remedied by research when the importance and need for this type of measurement is generally understood.

In my opinion, BMB offers one of the bright hopes of bringing industry radio research out of its present "tail chasing" and setting it once more after a primary objective—the size of individual program audiences. To accomplish this, however, BMB must produce station audience figures which reflect frequency and amount of listening to stations. The exact technique can only be developed by experimental work which it is hoped BMB will do during the coming months.

There is certainly a definite relationship between listening to a station and listening to programs broadcast by that station. If it can be demonstrated that this is relatively constant, and the proper factors are then measured by the rating service and BMB, we should have the statistical elements necessary to produce accurate program audience-size estimates for individual stations, as well as networks. This means that some industry group working on evaluation of ratings techniques will have to work closely with BMB to insure coordination of techniques, sampling and timing to produce the maximum of significant, usable statistics for the user of radio research.

Two Alternatives

For a short while it appeared that perhaps the Cooperative Analysis of Broadcasting would undertake this assignment. Having abandoned the rating business, CAB might have been able to make a real contribution to the field. Now, however, with CAB out of operation, there are two obvious alternatives available to the industry if progress in this field is desired.

1. Start fresh with a completely new group to take on the job of evaluating old and new techniques in search for an "ideal" rating service, or
2. Give the assignment to BMB.

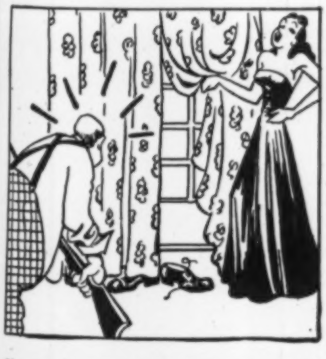
There are many advantages to starting with a clean slate by setting up a new group which can consider all possible aspects of this problem. However, there are obvious administrative problems involved in organizing such experimental research. Much time would be lost in getting things started even if a group like the Advertising Research Foundation were to take on this assignment.

There appear to be strong reasons why BMB should be handed the industry problem of evaluating ratings from a standpoint of what combination of rating and station audience index will most efficiently produce accurate program audience estimates. In order of importance these seem to me to be:

1. BMB must ultimately be concerned in contributing to a solution of the problem of the projectable rating. *(If it is possible for a rating service to produce a projectable rating for individual stations which do not use BMB data, then there would appear to be no great need for BMB figures at all—the rating service could furnish the geography of listening as well as the absolute size of audience.)*
2. BMB has a capable research and administrative staff which though at present busy on the 1946 station measurement job, could by October tackle the ratings job.
3. BMB is a truly tri-partite cooperative industry group which has earned the confidence of stations, networks, advertisers and agencies.

Many of us have up to now felt that BMB already had its hands full getting out its first study. We believed it would be unfortunate to assign to this new organization a further weighty and controversial problem. But as months have gone by and no great progress has been made in other industry efforts to come to grips with the rating ques-

(Continued on page 84)



"—those new shoes you bought from that ad over WFDF Flint —remember?"

Wally's Guests

NIGHT before they were arrested on charges of a $40,000 robbery, two stock car racing drivers were interviewed by Wally Williams on his sports program over WBIG Greensboro, N. C. "How was I to know there was a $5,000 reward for them?" said Wally.

a WHAM program that builds listenership holds WHAM listener leadership

WHAM NEWS BUREAU

Provides listeners of the rich 43 county WHAM area with

LOCAL, VICINITY WORLDWIDE NEWS COVERAGE

Vicinity newspaper ads promote the program

NOW WHAM puts the N-E-W in NEWS

with Max Metcalf, the man with the Friendly Voice . . .

Bringing you News of Rochester . . . of the vicinity . . . of the world . . . gathered and compiled by the WHAM NEWS BUREAU.

1:00 P. M. DAILY
1180 ON YOUR DIAL

"The Stromberg-Carlson Sta

Cash FOR NEWS TIPS USED BY MAX METCALF IN HIS NEWS

LOCAL, VICINITY WORLDWIDE

Listen
8:00 A. M.
1:00 P. M.
1180 on your dial

WHAM
ROCHESTER, N. Y.

"The Stromberg-Carlson Station"

LISTENER PARTICIPATION IN NEWS COVERAGE

Another WHAM service to its listeners

WHAM

Your Western New York Salesman
ROCHESTER, N. Y.

50,000 Watts . . . Clear Channel . . . 1180 on the dial . . . Affiliated with NBC
National Representative, GEORGE P. HOLLINGBERY & CO.

"The Stromberg-Carlson Station"

FCC Actions

(Continued from page 78)

20 kw; 500 feet; subject to filing of application specifying new transmitter site which meets CAA approval, and for approval of technical features of proposed installation.

Capital Broadcasting Co., 100.9 mc (No. 265); 20 kw; 500 feet; subject to Commission approval of transmitter.

At the same time, the Commission denied the application of the Chesapeake Broadcasting Co. for FM station in Washington, D. C.

ACTION IN DOCKET CASE

AM—1490 kc

Atlantic Shores Bcstg. Ltd., Coral Gables, Fla.—Proposed grant of CP for new station 1490 kc, 250 w, unl. time; simultaneously FCC proposed denial of Southern Media Corp., Coral Gables, and Miami Beach Publishing Co., Miami Beach, seeking same facilities.

AUGUST 13

BY ADMINISTRATIVE BOARD

KEVR Seattle, Wash.—Granted modification of CP which authorized increase in power, etc., for extension of completion date to 9-13-46. Permit is issued with express provision that permittee will assume full responsibility for any adverse effects to the operation of KIRO, including interference, cross modulation, and/or distortion of antenna pattern, and that in the event of such effects, appropriate rejection circuits will be installed as required in the KIRO and/or KEVR antenna system. On completion of the adjustments to the KEVR antenna system, sufficient field intensity measurements will be made on Station KIRO to establish the absence of adverse effects referred to above.

WSTP Salisbury, N. C.—Granted CP to mount FM antenna on top of AM antenna.

WOLF Syracuse, N. Y.—Granted CP to install new vertical antenna and make changes in ground system.

KOIN Portland, Ore.—Granted CP to mount FM antenna on top AM tower.

WESX Salem, Mass.—Granted CP to mount FM antenna on top of present tower.

KSJB Jamestown, N. D.—Granted modification of CP which authorized increase in power, etc. for extension of completion date to 9-8-46.

KXLO Lewiston, Mont.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at on North Side of U. S. Highway 87, 1 mile East of Lewiston, Mont.

WGPA Bethlehem, Pa.—Granted modification of CP which authorized a new station, for change in type of transmitter (RCA BTA-250-L), approval of antenna, and approval of transmitter and studio locations at 8th Ave. at intersection with Dell St., approximately 0.8 miles Northwest of Center of Bethlehem, Pa. and 426 Brodhes St., Bethlehem, respectively.

KDRS Paragould, Ark.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Paragould.

KGHI Little Rock, Ark.—Granted license to cover CP which authorized installation of new antenna and ground system, and change transmitter location. Also authority to determine operating power by direct measurement.

WSUA Bloomington, Ind.—Granted modification of CP which authorized a new station, to change name of permittee from: Warren, Davis, Yeager and Ford Inc., to: Radio Station WSUA Inc.; change type of transmitter to Gates 1-D, for approval of antenna and approval of transmitter location at 2½ miles So. of city limits on State Road 37, RFD, Bloomington, Ind.

WMOA Marietta, Ohio—Granted modification of CP which authorized a new station, to extend completion date to 9-13-46.

KBUN Bemidji, Minn.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations on Highway 71, approx. 1.5 miles So. of center of Bemidji, and 419½ Beltrami Ave., Bemidji, respectively.

KRIC Odessa, Tex.—Granted license to cover CP which authorized a new station to operate on 1410 kc, 1 kw, DA, unlimited time, and change location of studio to 111 E. Fifth St., Odessa, Tex. Also granted authority to determine operating power by direct measurement. Licensee is granted waiver of Secs. 3.55(b) and 3.60, conditions.

WWBT Baltimore, Md.—Granted modification of CP to change frequency from channel 6 to channel 11, 198-204 mc, ESR from 1800 to 2370, transmitter location to approx. 3.5 miles northwest of Baltimore, change studio location to No. Charles St. and 26th St., Baltimore, change type of transmitters and make changes in antenna system of commercial television station.

BY COMMISSIONER HYDE

WBTM Danville, Va.—Denied petition for leave to amend its application for CP so as to show changes in its officers, etc., and to substitute the frequency 1250 for 1390 kc therefore requested with other related changes. Further ordered that the time allowed for the filing of exceptions to the proposed decision of the Commission in Dockets 6936, 6938 and 6939, is extended to Aug. 29, 1946.

AUGUST 12

BY COMMISSION EN BANC

AM—1000 kc

Goggan Radio Sales, a partnership composed of Benjamin F. Goggan Jr. and Howard E. Dennis, Henderson, Tex.—Granted CP* for a new station to operate on 1000 kc 250 w daytime only.

AM—920 kc

Ben Nedow, tr/as Ector County Bcstg. Co., Odessa, Tex.—Granted CP* for a new station to operate on 920 kc 1 kw daytime.

AM—1360 kc

R. T. Waddell, P. C. Harbour, J. F. Postelle and J. S. McBeath, d/b as Odessa Bcstg. Co., Odessa, Tex.—Granted CP for a new station to operate on 1360 kc 5 kw daytime only, subject to interference conditions with Monahans Broadcasters, for a new station at Monahans, Tex., if granted.

Petition

B. Loring Schmidt, Salem, Ore.—Denied petition for review of the action of the presiding officer of the motions docket on July 31, denying petitioner's request to enlarge the issues in the consolidated proceeding upon his application for CP and the application of John H. Fitzgibbon, et al, and the said action of the presiding officer is affirmed.

Hearing Order

KTOK Inc., Oklahoma City, Okla.; Darrold Alexander Cannan, tr/as Wichtex Bcstg. Co., Wichita Falls, Tex.—Adopted an order reopening record in May 1, 1946 hearing of Wichtex Bcstg. Co. and designated application (Docket 7127) for consolidated hearing with application of KTOK Inc. (Docket 7775), and further ordered that the Commission's order of January 16 designating Wichtex application for hearing be amended to include application of KTOK Inc.

AM—1210 kc

Abraham Kofman & Sara F. Kofman, d/b as Times-Star Publishing Co., Alameda, Calif.; Millard Kibbe & Donald K. Deming, d/b as D and K Bcstg. Co., Palo Alto, Calif.—Designated for consolidated hearing application of Times-Star Publishing Co. for new station to

(Continued on page 85)

CALL LETTER STYLE ADOPTED FOR VIDEO

USE of hyphenated call letters incorporating "TV" with the call of the affiliated AM outlet to designate television stations was approved by FCC last week.

The policy was disclosed in an announcement Monday that the Commission had granted a request of KOB Albuquerque to use "KOB-TV" for its new commercial television operation.

The authorization was the first of its nature and was based, FCC said, "upon Commission policy of permitting FM stations to use the call letters of their standard broadcast stations followed by the letters FM."

As in FM, FCC authorities explained, the policy is permissive rather than mandatory. There was no indication that the Commission has yet considered adoption of a similar policy on calls of facsimile stations, which still are licensed on an experimental basis only.

24.6% OF VIRGINIA'S "NET BUYING INCOME" BELONGS TO WDBJ LISTENERS

The people in WDBJ's portion of Southwest Virginia have almost one-fourth of Virginia's two-and-a-half-billion-dollar Net Effective Buying Income. Authority: 1946 Sales Management. The Net Effective Buying Income of Roanoke County alone is nearly *$4,500 per family*.

One station—WDBJ at Roanoke—can give you *complete* coverage of Roanoke, Roanoke County and most of Southwest Virginia. Drop us a line for more information—or just call Free & Peters.

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

ON THE LOOK-OUT FOR MORE IDAHO SALES!
KSEI
POCATELLO · IDAHO

---

*Subject to condition that applicant will within 60 days from date of this action file application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the Commission's standards.

FREDERICK ASSUMES POSITION WITH CBS

DAVID FREDERICK, former editor and publisher of *Tide*, last week was appointed director of sales promotion and advertising for CBS. Mr. Frederick succeeds Paul M. Hollister, who resigned from the network several months ago, and begins his new duties Aug. 20.

Mr. Frederick

Coincident with Mr. Frederick's appointment, William Goldern, CBS art director, was named associate director of sales promotion and advertising, and will work with Mr. Frederick in the creative planning of the Art Department.

During the war, Mr. Frededrick served as director of war programs in the OWI at Washington, and prior to that was with the Treasury Dept. In 1936 he became editor of *Tide* and in 1938 publisher.

He was born in New York City 37 years ago. He attended Peddie School and for seven years served in the Boston bureau of the AP and on the *Boston Herald-Traveler*.

Public Utilities Rules Are Proposed by FCC

ESTABLISHING a radiocommunication service for public utilities, FCC last Tuesday announced proposed rules and regulations authorizing three new classes of stations: Power utility, transit utility, and petroleum pipeline.

The rules will become effective Sept. 9, subject to possible oral argument if "substantial" objections are filed within 20 days. Frequency assignments are on a temporary basis pending adoption of a permanent place in the spectrum for utility stations. Generally, FCC said, they will share the 72-76 and 152-162 mc bands for systems operating within a radius of about 20 miles, and the 30-40 mc band where service is to more than one municipality or metropolitan area. At present, applicants for new stations requiring communication with mobile units within 20 miles will be required to operate above 72 mc.

Kobak on Council

EDGAR KOBAK, MBS president, has been appointed to the National Distribution Council, organized last Tuesday to help American industry improve its distribution capacity and efficiency. The council, a voluntary group, was formed by Secretary of Commerce Henry A. Wallace. Among other members are Elon G. Borton, president, Advertising Federation of America; Fred R. Gamble, president, American Assn. of Advertising Agencies; Paul West, president, Assn. of National Advertisers.

HOW GOOD IS IT . . . • YOU ANSWERED YOUR OWN QUESTIONS • • •

By purchasing over 1000 of these Model G Transcription Tables since March 1946.

The MASTER-PRO

MODEL "G-2" HAS PROVED ITSELF

● A large percentage of these tables are operating with WE 9A Pickups. It is well known in the Broadcasting Field that only a perfectly balanced and vibrationless turntable can meet the performance requirement of the 9A.

Our present Model is now featuring a totally enclosed Continuous Heavy Duty Condenser Start and Run Motor which gives you greater smoothness in operation. There has also been added a Micro switch for starting the motor before engaging the idlers and stopping the motor only after the idlers have been disengaged from the turntable. This is your insurance against flats due to the idlers remaining engaged after the day's work is over.

PRICE

$125.00 Net

REK-O-KUT COMPANY

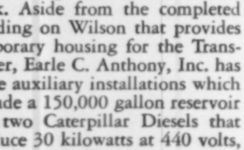
146 GRAND STREET NEW YORK 13, N. Y.
Export Division: MORHAN EXPORT CO. • 458 Broadway, New York 13, N. Y.

This week on
KFI

ANNOUNCING THE TRANSMITTER

The first General Electric post-war FM Transmitter to be received on the West Coast arrived recently for Earle C. Anthony, Inc. The Transmitter is rated at 250 Watts and contains the new Phasatron which allows direct crystal control of the carrier frequency. It is now installed at the Anthony Company's FM and Television site on Mount Wilson, and experimental broadcasting will commence this week. Aside from the completed building on Wilson that provides temporary housing for the Transmitter, Earle C. Anthony, Inc. has made auxiliary installations which include a 150,000 gallon reservoir and two Caterpillar Diesels that produce 30 kilowatts at 440 volts, 60 cycles each. There are two more building units to be constructed on Mount Wilson. When these are completed, the Company's investment in FM will approximate $150,000.

RACER WITHOUT WHEELS



Al Poska, who guides the hour long platter show "MIDNIGHT FLYER" Monday thru Saturday nights, received a letter from a kid who wanted to enter the L.A. Soap Box Derby but couldn't for the lack of wheels to complete his home-made race car. One mention of the situation on the air brought several offers to help out the young listener (and to show his appreciation he named his entry "THE MIDNIGHT FLYER"). You can't lose when you choose KFI.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

CKY and CKX Expropriation Mystery, Manitoba Is Silent

MYSTERY SURROUNDS the fate of CKY Winnipeg, and CKX Brandon, Man., both stations of the Manitoba provincial government's telephone system. Frequency of CKY 990 kc, is to be taken over by Canadian Broadcasting Corp. for a new 50 kw station at Winnipeg, and CKY has been informed to move to 1080 kc.

Under CBC recommendations to the Canadian government, policy has been established not to allow any provincial government or corporation of the provincial government to own any broadcasting stations [BROADCASTING, May 13]. Acting under this measure CBC Chairman A. D. Dunton told the Parliamentary Radio Committee early this month that CBC would take over the 15 kw CKY. Along with CKY the CBC would have to take over CKX, a 1 kw station on 1150 kc.

Aside from this reference before the Parliamentary Committee no reference to expropriation of CKY has been made by the CBC, provincial government or the station's representative, H. N. Stovin & Co. Canadian broadcasters are mystified as to why CKY did not present its case before the Parliamentary Committee for retention of the 990 kc frequency along with the two other stations, CFRB Toronto, and CFCN Calgary, whose clear channel frequencies are to be taken over by the CBC on June 1, 1947.

Both CKY and CKX were in existence before the CBC. Premier Garson of Manitoba stated some months ago when frequency change was announced that the Manitoba government would fight the move. Publicly there has been no sign of the Manitoba government doing so. It is understood, however, that behind the scenes moves are being made, which may have some bearing on political moves between the federal and provincial governments now being negotiated.

Last of Independents

Should CKY and CKX be taken over by the CBC, the only commercial broadcasting stations owned by any but the federal government will have been eliminated. This is important in view of the request of the Saskatchewan and Alberta governments in recent months for the right to operate commercial stations, and the legislation enacted more than a year ago by the Quebec provincial government for operation of a chain of stations in that province. No such stations have been licensed as yet by the federal government, but the Quebec provincial government plans to do its own licensing under a scheme which would keep the signals from those stations within the province. While competent engineers do not think such a system can be devised, nevertheless the Quebec government has gone ahead with appointment of officials to operate the chain.

If CBC implements its expropriation plans for CKY as announced before the Parliamentary Committee, CKY would likely be increased to 50 kw, and its studios used entirely by the CBC which now uses the studios part time for origination of Winnipeg network programs. CKX might be sold to local business men as a local outlet, or another local station allowed to be built there.

Alternative to the CBC expropriating CKY is possible sale of station to Manitoba business interests, BROADCASTING learns, with Manitoba government basing its rights to do so on grounds it was notified to move to 1080 kc and has already purchased equipment to do so. Local Manitoba programming also features in the argument, since a CBC Winnipeg outlet would give Manitoba mainly national programs.

Signs Lease

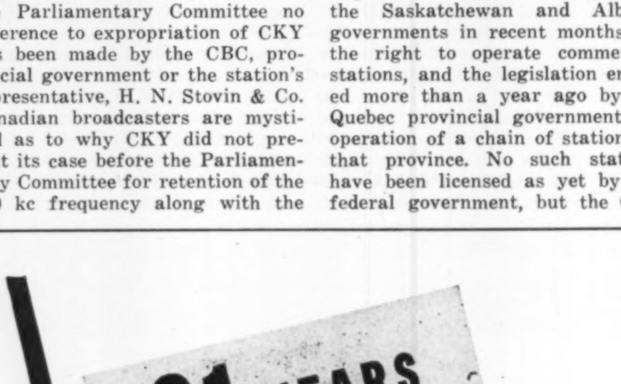
LEASE has been signed by WNLC New London, Conn., for occupancy of portion of second floor of Mohican Hotel. New studios and offices for both AM and FM operations will be constructed.

Beville on CAB

(Continued from page 81)

tion, I have the definite opinion that BMB is the logical organization for it.

I want to see the radio industry provided with the most useful research acquired in the most efficient and economical manner. Broadcasters are presently spending some $3,000,000 annually for research. I feel that none of us is now getting his money's worth because of the lack of an essential primary measurement—the size of a program's audience.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

WMBD
PEORIA

Met. Peoria
Pop. 200,000
Peoriarea
Pop. 614,200
5000 Watts
CBS Affiliate

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

FCC Actions

(*Continued from page 82*)

use frequency 1210 kc 1 kw daytime, with application of D and K Bcstg. Co. for new station to use frequency 1220 kc 250 w daytime.

AUGUST 15

By Commission (Board composed of Chairman Denny and Commissioners Durr and Wakefield)

AM—Transfer

KFBB Great Falls, Mont.—Granted consent to voluntary transfer of control of Buttrey Broadcast Inc., licensee of Station KFBB, from F. A. Buttrey to Fred Birch, for a consideration of $299,600 for all of the outstanding capital stock.

AM—1240 kc

David C. Jones Jr., d/b as Bryan Bcstg. Co., Bryan, Tex.—Designated for hearing application for CP for new station to operate on 1240 kc 250 w unlimited time.

AM—Petition

I. & E. Bcstg. Co., Dayton, Ohio—Granted request to dismiss petition filed by I. & E. Bcstg. Co. for reconsideration directed against the action of the Commission June 13, 1946, granting without hearing application of Peoples Bcstg. Corp. for a CP for new station at Worthington, Ohio.

AM—1490 kc

Radio Springfield Inc., Springfield, Ill.—Designated for hearing application for CP for new station to operate on 1490 kc 250 w unlimited power.

AM—930 kc

Booth Radio Stations Inc., Kalamazoo, Mich.; WLAV Grand Rapids, Mich.; Michigan Bcstg. Co., Battle Creek, Mich., and Elyria-Lorain Bcstg. Co., Elyria, Ohio—Designated for consolidated hearing applications of Booth Radio Stations Inc. for new station at Kalamazoo, Mich., to operate on 930 kc 1 kw DA-2, unlimited time; WLAV to change frequency from 1340 to 930 kc, increase power from 250 w to 1 kw, DA night, install new transmitter and change location; Michigan Bcstg. Co. for new station at Battle Creek, Mich., to operate on 930 kc 1 kw DA-2, unlimited; and Elyria-Lorain Bcstg. Co. for new station at Elyria, Ohio, to operate on 930 kc 1 kw night, 5 kw-LS DA-2, unlimited time.

AM—750 kc

Key Bcstg. Corp., Baltimore, Md.—Designated for hearing application for new station to operate on 750 kc 1 kw daytime only, in consolidated proceeding with applications of Diamond State Broadcast Corp., Dover, Del., and James M. Tisdale, Chester, Pa.

Developmental Broadcast

Granted renewal of licenses for following developmental broadcast stations for regular period ending May 1, 1947: W9XEV Evansville on the Air Inc., Glenwood Ind.; W3XMB Maryland Bcstg. Co., Baltimore, Md.

Video—76-82 mc

Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Granted request of permittee to cancel CP for new commercial television broadcast station to be operated on channel No. 5, 76-82 mc, power (visual) 13.6 kw, (aural) 10.8 kw, which had been granted May 16, 1946.

AUGUST 15

BY ADMINISTRATIVE BOARD

KMLB Monroe, La.—Granted CP to install an auxiliary transmitter (W. E. 353 E-1) at Richmond Road, Monroe, La. (present site of main transmitter) to be operated on 1440 kc 1 kw, employing DA night.

WMPS Memphis, Tenn.—Granted modification of CP which authorized change in frequency, etc., to change type of transmitter to RCA BTA-10F.

WCOC Meridian, Miss.—Granted modification of CP which authorized increase in power, etc., to change type of transmitter to (Gates BC-5A) and extend commencement and completion dates to 30 days after grant and 180 days thereafter, respectively, subject to the express condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation.

WNAR Norristown, Pa.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations near intersection of Old Arch Road and New Hope Street, NE of Norristown, Pa. and 115 W. Main St., Norristown, respectively; conditions in re interference.

BY COMMISSION EN BANC

FM BROADCAST

The following applications were granted regular CP. (Note: Power given is effective radiated power; antenna height given is height above average terrain):

American Bcstg. Corp. of Kentucky, Lexington, Ky.—Class B; Channel: 102.3 mc (No. 272); 3.0 kw; 320 feet.

The Sun Pub. Co. Inc., Jackson, Tenn.—Class B; channel 95.1 mc (No. 236); 30 kw; 420 feet.

WAGE Inc., Syracuse, N. Y.—Class B; channel 93.9 mc (No. 250); 1.6 kw; 610 feet.

Radio Station WMFR, High Point N. C.—Class B; channel 97.7 mc (No. 249); 3.3 kw; 310 feet.

News-Journal Corp., Daytona Beach, Fla.—Class B; channel 94.5 mc (No. 233); 8.5 kw; 330 feet.

Alexandria Bcstg. Co. Inc., Alexandria, La.—Class B; channel 100.1 mc (No. 261); 3 kw; 380 feet.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Class B; channel 96.9 mc (No. 245); 10.4 kw; 2210 feet.

George M. Ives, Brookfield, Ill.—Class A; channel 104.7 mc (No. 284); 250 w; 168 feet.

The Valley Electric Co., San Luis Obispo, Calif.—Class B; channel 92.3 mc (No. 222); 11.0 kw; 690 feet.

James F. Hopkins Inc., Detroit, Mich.—Class B; channel 94.5 mc (No. 233); 33 kw; 410 feet.

Plains Radio Bcstg. Co., Amarillo, Tex.—Class B; channel 101.7 (No. 269); 36 kw; 400 feet.

Bell Bcstg. Co. Inc., Temple, Tex.—Class A; channel 104.3 mc (No. 282); 210 w; 505 feet.

Harwell V. Shepard, Denton, Tex.—Class B; channel 101.7 mc (No. 269); 3.1 kw; 290 feet.

KOIN Inc., Portland, Ore.—Class B; channel 94.5 mc (No. 233); 150 kw; 1350 feet.*

KOMA Inc., Oklahoma City, Okla.—Class B; channel 100.1 mc (No. 261); 190 kw; 500 feet.*

KSTP Inc., St. Paul, Minn.—Class B; channel 102.1 mc (No. 271); 320 kw; 620 feet.*

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*In lieu of conditions previously authorized.

Video—66-72 mc

WBEN Inc., Buffalo, N. Y.—Granted CP for a new television station; frequency 66-72 mc (Channel 4); 14.4 kw visual power; 7.2 kw aural power; antenna 378 feet.

Applications . . .

AUGUST 9

AM—1240 kc

WKDK Newberry, S. C.—Modification of CP which authorized new station, to change type of transmitter, changes in antenna and change transmitter and studio locations and extend commencement and completion dates.

Extension of Authority

MBS Chicago—Extension of authority to transmit programs to CKLW, stations owned and operated by CBC and stations licensed by the Canadian Minister of Transport for period beginning

(*Continued on page 86*)

Sell More
in LOUISVILLE
with
WINN
BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE General Manager
★

Lehigh
INVITES YOUR INQUIRIES
FOR AM, FM, and TELEVISION TOWERS

LEHIGH STRUCTURAL STEEL CO.
17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna.
Offices In Principal Cities

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

FCC Actions

(*Continued from page 85*)

9-1-46. Also extension of authority to transmit programs to Mexican stations known as "Radio Mil's Network" for period beginning 9-28-46 and ending 9-28-47.

AM—1540 kc

Coast Radio Bcstg. Corp., Los Angeles—CP new station 1540 kc 5 kw and daytime hours.

Applications Returned:

AM—1110 kc

Victor John Morgan and William M. Goza Jr. d/b as The Springtime City Bcstg. Co., Clearwater, Fla.—CP new station 1230 kc 250 w and unlimited hours—AMENDED: to change frequency to 1110 kc, type of transmitter and to change transmitter and studio location.

AM—980 kc

Raymond M. Beckner and Melvin B. Williams d/b as Royal Gorge Broadcasters, Canon City, Col.—CP new station 980 kc 250 w and daytime hours.

Applications Tendered for Filing:

AM—1400 kc

T. J. Shriner, Hobart, Okla.—CP new station 1400 kc 250 w and unlimited hours.

AUGUST 9

AM—1510 kc

James Stolcz, tr/as Perth Amboy Broadcasting Co., Perth Amboy, N. J.—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime hours of operation.

AM—1420 kc

WWSR St. Albans, Vt.—CP to install a new transmitter.

FM—Unassigned

Colonial Broadcasting Co., Providence, R.I.—CP new FM (metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage of 10,630 sq. mi.—AMENDED: to make changes in antenna system.

AM—1250 kc

WBTM Danville, Va.—CP to change frequency from 1400 to 1250 kc, increase power from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location.—AMENDED: re change in type of transmitter.

AM—780 kc

WARL Arlington, Va.—Modification of CP permit (which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

AM—1340 kc

WMON Montgomery, W. Va.—License to cover construction permit as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

T. J. Shriner, Hobart, Okla.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1450 kc

WBHF Cartersville, Ga.—License to cover CP as modified which authorized a new standard broadcast station, authority to determine operating power by direct measurement of atenna power.

AM—1310 kc

WDUK Durham, N. C.—License to cover CP as modified which authorized a new standard broadcast station for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

WBEJ Elizabethton, Tenn.—License to cover CP as modified which authorized a new standard broadcast station and approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—680 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—CP new standard broadcast station to be operated on 660 kc, 1 kw and daytime hours of operation.—AMENDED: to change frequency from 660 to 680 kc.

AM—1290 kc

Ken-Sell Inc., West Palm Beach, Fla.—CP new station 1290 kc, 1 kw and daytime hours of operation.

Relay

Miami Broadcasting Co., Area of Miami, Fla.—CP new relay broadcast station to be operated on frequency to be assigned in the 152-162 mc band and 50 w.

AM—1490 kc

WSBR Superior, Wis.—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter.

AM—750 kc

KSTT Davenport, Iowa—License to cover CP (as modified which authorized a new standard broadcast station) for change of studio location; authority to determine by direct measurement of antenna power.

FM—Unassigned

Peoria Broadcasting Co., Peoria, Ill.—CP new FM (metropolitan) broadcast station to be operated on frequency to be determined and coverage of 21,335 sq. mi.—AMENDED: to change type of operation.

AM—1450 kc

Ben K. Weatherwax, Aberdeen, Wash.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1090 kc

KEVR Seattle, Wash.—Modification of CP (as modified, which authorized increase in power, installation of new transmitter and directional antenna for day and night and change in transmitter location) for extension of completion date.

Video—Unassigned

The Broadcasting Corporation of America—CP for a new commercial television broadcast station to be operated on channel 3, 66-72 mc.—AMENDED: to change frequency from channel 3, 66-72 mc to be assigned, type of transmitter, transmitter location and make changes in antenna system.

Application Returned:

AM—1450 kc

KFIZ Fond du Lac, Wis.—Voluntary assignment of license to KFIZ Broadcasting Co.

Applications Dismissed:

AM—890 kc

Tube City Broadcasting Co., McKeesport, Pa.—CP new standard broadcast station to be operated on 890 kc, 1 kw and daytime hours of operation. Request of applicant.

Video—198-204 kc

Louis G. Baltimore, Wilkes-Barre, Pa.—CP new commercial television broadcast station to be operated on channel 11, 198-204 mc, ESR of 706 and power of aural 3 kw and visual 4 kw (peak). Request of attorney.

Video—78-84 kc

Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman d/b as Alfco Co., St. Louis, Mo.—CP new commercial television broadcast station to be operated on channel 4, 78-84 mc. Request of attorney.

Video—44-50 kc

Raytheon Manufacturing Co., Chicago—CP new commercial television broadcast station to be operated on 44-50 mc, ESR of 6360. Request of attorney.

Applications Tendered for Filing:

AM—1240 kc

Oneonta Star Inc., Oneonta, N. Y.—CP for a new standard broadcast station to be operated on 1240 kc 250 w and unlimited hours of operation.

AM—1400 kc

John W. Guider, d/b as White Mountain Radio, Littleton, N. H.—CP new station to be operated on 1400 kc 250 w and unlimited hours of operation.

AM—900 kc

Puritan Broadcast Service Inc., Lynn, Mass.—CP new standard broadcast station to be operated on 900 kc 250 w and daytime hours of operation.

AM—1320 kc

Farmer's Chemical Co., Kalamazoo, Mich.—CP new station 1320 kc 1 kw directional antenna night and unlimited hours of operation.

AM—750 kc

Clarksburg Bcstg. Corp., Clarksburg, W. Va.—CP new standard broadcast station to be operated on 750 kc 1 kw and daytime hours of operation.

AM—1540 kc

Texhoma Bcstg. Co., Durant, Okla.—CP new standard broadcast station to be operated on 1540 kc 250 w and unlimited hours of operation.

AM—1250 kc

KPAC Port Arthur, Tex.—CP to change power from 1 kw to 1 kw night and 5 kw day, install new transmitter, change transmitter location and make changes in antenna system operating with directional antenna night.

AM—1340 kc

WCPZ Bcstg. Co. (a partnership), Beaumont, Tex.—CP new standard broadcast station to be operated on 1340 kc 250 w and unlimited hours of operation.

AM—1320 kc

KWHN Fort Smith, Ark.—Modification of CP increase power from 500 w night, 5 kw day to 5 kw day and night and make changes in directional antenna night.

AM—1030 kc

Jacksonville Beach Bcstg. Co., Jacksonville Beach, Fla.—CP new standard broadcast station to be operated on 1030 kc 250 w and daytime hours of operation.

AM—1400 kc

C. H. Fisher, C. O. Fisher, B. N. Phillips and James E. Phillips, d/b as Yakima Valley Bcstg. Co., Yakima, Wash.—CP new standard broadcast station to be operated on 1400 kc 250 w and unlimited hours of operation.

AM—750 kc

KXL Portland, Ore.—CP to change power from 10 to 50 kw, operating with directional antenna and limited time.

AM—630 kc

KOOS Coos Bay, Ore.—CP to change frequency from 1230 to 630 kc, power from 250 w to 1 kw, install new transmitter, change transmitter location and install directional antenna.

AUGUST 9

AM—1260 kc

The New Haven Bcstg. Corp., New Haven, Conn.—CP new standard broadcast station to be operated on 1260 kc 1 kw and daytime hours of operation.

AM—910 kc

James D. Asher, Morton R. Wade & Martin Anastasi, d/b as The Asher Bcstg. Service Inc., Quincy, Mass.—CP new station 1190 kc 250 w and unlimited hours of operation—AMENDED: to change name of applicant from James D. Asher, Morton R. Wade, and Martin Anastasi, d/b as The Asher Bcstg. Service to The Asher Bcstg. Service Inc., change frequency to 910 kc, power from 250 w to 1 kw, hours of operation from unlimited to daytime, change type of transmitter, antenna changes and change studio location.

AM—1240 kc

Bernard K. Johnpoll, Liberty, N. Y.—CP new standard broadcast station to be operated on 1240 kc 250 w and unlimited hours of operation.

FM—Unassigned

Lockport Union-Sun & Journal Inc., Lockport, N. Y.—CP new FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC.

Video—76-82 mc

The Crosley Corp., Dayton, Ohio—CP new commercial television broadcast station to be operated on Channel 5, 76-82 mc, ESR of 1920 and power of visual 10 kw (peak), aural 10 kw—AMENDED: to change name to Crosley Bcstg. Corp. transmitter location, specify type of transmitter and make changes in antenna system.

FM—92.1 mc

The Crosley Corp., Columbus, Ohio—CP new metropolitan FM broadcast station to be operated on 46.5 mc and coverage of 12,400 sq. mi.—AMENDED: to change name from The Crosley Corp. to Crosley Bcstg. Corp., frequency from 46.5 mc to channel 221, 92.1 mc, coverage from 12,400 to 13,785 sq. mi., specify population as 1,176,821, change transmitter site, specify type of transmitter and make changes in antenna system.

Video—60-66 mc

The Crosley Corp., Columbus, Ohio—CP new commercial television broadcast station to be operated on channel 3, 60-66 mc, ESR of 6850 and power of visual 50 kw (peak), aural 50 kw—AMENDED: to change name to Crosley Bcstg. Corp., specify type of transmitter, change transmitter location and make changes in antenna system.

Video—66-72 mc

The Crosley Corp., Cincinnati, Ohio—CP new commercial television broadcast station to be operated on channel 4, 66-72 mc, ESR of 8630 and power of visual 50 kw, aural 50 kw—AMENDED: to change name to Crosley Bcstg. Corp., specify transmitter, change transmitter and studio location and make changes in antenna system.

AM—1340 kc

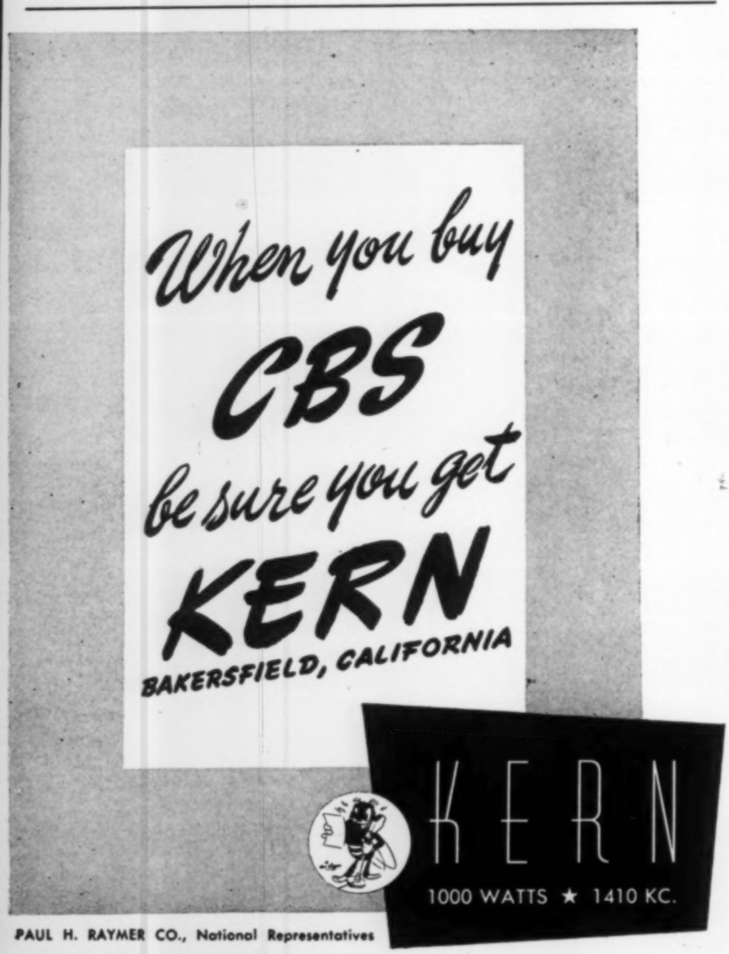
Pilgrim Bcstg. Corp., West Palm Beach, Fla.—CP for a new standard broadcast station to be operated on 1340 kc 250 w and unlimited hours of operation—AMENDED: to correct date of application.

AM—1490 kc

Charles E. Eillon, James F. Thompson and Philip L. Kelton, a partnership d/b as Greater Dallas Bcstg. Service, Dallas, Tex.—CP new standard broadcast station to be operated on 1490 kc 250 w and unlimited hours of operation.

FM—Unassigned

Eugene J. Roth, tr/as Mission Bcstg.



PAUL H. RAYMER CO., National Representatives

Co., San Antonio, Tex.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by FCC and coverage of 14,160 sq. mi.

FM—Unassigned

Drovers Journal Publishing Co., Chicago, Ill.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 10,800 sq. mi.—AMENDED: to change coverage from 10,800 to 9,100 sq. mi., population from 5,146,178 to 5,056,515, type of transmitter and make changes in antenna system.

AM—1400 kc

Gene Burke Brophy, Yuma, Ariz.—CP new station 1400 kc 250 w and unlimited hours of operation.

AM—1000 kc

Charles Vernon Berlin, Fred D. McPherson Jr. and Mahlon D. McPherson, a partnership d/b as Radio Santa Cruz, Santa Cruz, Calif.—CP new standard broadcast station to be operated on 1000 kc 1 kw and daytime hours of operation.

AM—710 kc

Contra Costa Bcstg. Co., San Pablo Island, Calif.—CP new standard broadcast station to be operated on 710 kc 1 kw and daytime hours of operation.

Applications Tendered for Filing:

AM—690 kc

Riley Orlan Parker, Lamesa, Tex.—CP new standard broadcast station to be operated on 690 kc 250 w and daytime hours of operation.

AM—1490 kc

Mesilla Valley Bcstg. Co. Inc., Las Cruces, N. M.—CP new standard broadcast station to be operated on 1490 kc 250 w and unlimited hours of operation.

AUGUST 12

Experimental Video

Bendix Aviation Corp., Bendix Radio Division, Towson, Md.—CP new experimental television broadcast station to be operated on 600-620 mc, power of visual 100 w (peak) and aural 100 w and emission of visual special aural FM special.

FM—98.1 mc

The Crosley Corp., Cincinnati, Ohio—Modification of CP which authorized a metropolitan FM broadcast station, to change name from The Crosley Corp. to Crosley Bcstg. Corp., specify frequency as channel 251, 98.1 mc, coverage as 13,910 sq. mi., population as 1,588,900, transmitter site, type of transmitter and specify antenna system.

FM—104.1 mc

George Anthony Waslovas, Cheviot, Ohio—CP new FM broadcast station to be operated on channel 281, 104.1 mc.

FM—92.7 mc

Scripps-Howard Radio Inc., Knoxville, Tenn.—CP new FM broadcast station to be operated on channel 224, 92.7 mc and coverage of 13,700 sq. mi.

AM—1340 kc

WTSB Lumberton, N. C.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1440 kc

KMLB Monroe, La.—CP to install auxiliary transmitter.

AM—680 kc

WMPS Memphis, Tenn.—Modification of CP which authorized change in frequency, increase in power, install new transmitter and directional antenna for night use and change transmitter location, change type transmitter.

AM—910 kc

WCOC Meridian, Miss.—Modification of CP which authorized increase in power and install new transmitter, to change type of transmitter and extend commencement and completion dates.

AM—1300 kc

KVET Austin, Tex.—Modification of CP which authorized a new standard broadcast station, for extension of completion date.

FM—Unassigned

James Cullen Looney, Edinburg, Tex.—CP new FM broadcast station to be operated on frequency to be assigned by FCC.

AM—690 kc

KGGF Coffeyville, Kan.—Modification of CP which authorized increase in power installation of new transmitter and directional antenna for day and night use, and change transmitter location, to increase power from 1 kw to 5 kw night, 10 kw day, install new transmitter, changes in directional antenna for day and night use, change transmitter location from Coffeyville to Liberty, Kan., and extend commencement and completion dates.

AM—1450 kc

KATE Albert Lea, Minn.—Authority to determine operating power by direct measurement of antenna power.

Transfer

WBBW Indianapolis, Ind.—Application to purchase Radio Station WBBW by Radio Indianapolis.

Transfer

WABW Indianapolis, Ind.—Application to purchase Radio Station WABW by Radio Indianapolis.

Video—66-72 mc

WBKB Chicago—CP to change frequencies from channel 2, 60-66 mc to channel 4, 66-72 mc, ESR from 50 to visual 2200, aural 1710, make changes in aural and visual transmitters, transmitter location and make changes in antenna system.

AM—1350 kc

KID Idaho Falls, Ida.—CP to install a new transmitter.

FM—Unassigned

Sun Country Bcstg. Co., Phoenix, Ariz.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC—AMENDED: to change transmitter location.

Applications Tendered for Filing:

AM—1270 kc

Inter American Radio Corp., Caguas, Puerto Rico—CP new standard broadcast station to be operated on 1270 kc 250 w and unlimited hours of operation.

AM—930 kc

WFMD Frederick, Md.—CP to increase power from 500 w to 1 kw, install new transmitter and change transmitter location and make changes in directional antenna night.

AM—1080 kc

Pittsburgh Bcstg. Co., Pittsburgh, Pa.—CP new standard broadcast station to be operated on 1080 kc 1 kw and daytime hours of operation.

AM—780 kc

General Bcstg. Co., a partnership composed of William J. Edwards, Graydon L. Newman, Pearl McPherson Patrick, Birmingham, Ala.—CP new standard broadcast station to be operated on 780 kc 1 kw and daytime hours of operation.

AM—1280 kc

WMIN St. Paul, Minn.—CP to change frequency from 1400 to 1280 kc, change power from 250 w to 5 kw, install new transmitter and change transmitter location and install directional antenna for day and night use.

AUGUST 13

AM—650 kc

Liberty Bcstg. Corp., Rochester, N. Y.—CP new standard broadcast station to be operated on 640 kc 5 kw and limited hours of operation—AMENDED: to change frequency from 640 to 650 kc and hours of operation from limited time to daytime.

AM—1230 kc

WJOY Burlington, Vt.—Modification of CP as modified, which authorized a new standard broadcast station, to make changes in antenna system.

AM—900 kc

Puritan Broadcast Service Inc.—CP new standard broadcast station to be operated on 900 kc 250 w and daytime hours of operation.

AM—1400 kc

John W. Guider, tr/as White Mountain Radio, Littleton, N. H.—CP new standard broadcast station to be operated on 1400 kc 250 w and unlimited hours of operation.

Educational FM

WBGO Newark, N. J.—Modification of CP as modified, which authorized a new non-commercial educational broadcast station, for extension of completion date.

AM—750 kc

Clarksburg Bcstg. Corp., Clarksburg, W. Va.—CP new standard broadcast station to be operated on 750 kc 1 kw and daytime hours of operation.

AM—1320 kc

Farmers Chemical Co., Kalamazoo, Mich.—CP new station to be operated on 1320 kc 1 kw directional antenna night and unlimited hours of operation.

FM—105.1 mc

Advertisers Press Inc., Flint, Mich.—CP new community FM broadcast station to be operated on channel 286, 105.1 mc.

AM—1340 kc

William Paul Beville, Louise Beville, Vincent F. Callahan, Florence Anita Callahan, Eugene M. Zuckert and Barbara J. Zuckert, a partnership d/b as WCPZ Bcstg. Co., Beaumont, Tex.—CP new station to be operated on 1340 kc 250 w and unlimited hours of operation.

AM—1450 kc

KDNT Denton, Tex.—CP to make changes in antenna system and mount FM antenna on top of AM tower.

AM—960 kc

KGKL San Angelo, Tex.—Modification of permit (B3-P-4502, which authorized a change in frequency, to increase power, install new transmitter and directional antenna for night use and to change transmitter location) to change transmitter location.

AM—1230 kc

WMOB Mobile, Ala.—CP to make changes in antenna and mount FM antenna on top of AM antenna and change transmitter location.

AM—890 kc

WHNC Henderson, N. C.—License to cover CP as modified, which authorized increase in power and installation of new transmitter.

AM—1030 kc

Jacksonville Beach Bcstg. Co., Jacksonville Beach, Fla.—CP new standard broadcast station to be operated on 1030 kc 250 w and daytime hours of operation.

AM—1320 kc

WJHP Jacksonville, Fla.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use, and change transmitter location, to make change in directional antenna for night use and mount FM antenna on top of one tower and television antenna on top of other tower.

AM—1340 kc

WSOY Decatur, Ill.—CP to install a new transmitter, make changes in antenna and mount FM antenna on top of AM antenna and change transmitter location.

AM—1020 kc

WSIC Carbondale, Ill.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna system.

AM—1250 kc

Homer Rodeheaver, Winona Lake, Ind.—CP new standard broadcast station to be operated on 1250 kc 1 kw, directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1250 to 1450 kc, power from 1 kw to 250 w, change type of transmitter, install vertical antenna, change transmitter and studio locations from Winona Lake to Fort Wayne, Ind.

AM—1490 kc

Howard L. Roberts, Donald Ellsworth, Lorenzo K. Lisonbee, Bert A. Randall, Samuel F. Curtis, Joseph M. Standage and Ernest J. Burgi, a partnership d/b as Sun Valley Bcstg. Co., Mesa, Ariz.—CP new station to be operated on 1340 kc 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1490 kc.

AM—1450 kc

KPSC Phoenix, Ariz.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, approval of antenna and approval of transmitter location.

AM—1400 kc

C. H. Fisher, C. O. Fisher, B. N. Phillips and James E. Phillips, a partnership d/b as Yakima Valley Bcstg. Co., Yakima, Wash.—CP new standard broadcast station to be operated on 1400 kc 250 w and unlimited hours of operation.

AM—1440 kc

KMED Medford, Ore.—Application to purchase KMED by Medford Radio Corp.

Conditional FM

Mrs. W. J. Virgin, Medford, Ore.—Application to purchase conditional grant by Medford Radio Corp.

AM—610 kc

KFRC San Francisco, Calif.—Authority to make changes in automatic frequency control equipment.

Application Dismissed:

FM—43.9 mc

WNBF-FM Binghamton, N. Y.—CP to change frequency from 44.9 to 43.7 mc, service area from 6500 sq. mi. to be determined, type of transmitter, studio and transmitter location. Request of attorney.

Applications Tendered for Filing:

AM—1510 kc

Home News Publishing Co., New Brunswick, N. J.—CP new standard broadcast station to be operated on 1510 kc 1 kw and daytime hours of operation.

(Continued on page 88)

RESERVATIONS FOR SALES PLANNERS with

CLEVELAND'S

Chief

STATION

WJW
TED MADDOCK

A reservation for choice room in WJW's fall schedule will give sales planners a new lease on the Cleveland money market, and service includes more daytime dialers per dollar in the Cleveland area than any other regional station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

It's
kglo
MASON CITY, IOWA

SOUTHERN MINNESOTA
MASON CITY
NORTHERN IOWA

Want an ideal test market?
Then it's KGLO, with its dominant coverage of both a rural and urban area.

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

"DURANTE-MOORE SHOW"
FRIDAYS 8:30 P.M.
REXALL DRUG STORES
WWL 870 on Your Dial

WWL
New Orleans

shouts its shows on car cards throughout the year

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

FCC Actions

(Continued from page 82)

AM—970 kc

WCSH Portland, Me.—CP to change operation of directional antenna day and night to directional antenna night on 5 kw unlimited time.

AM—1490 kc

Radio Anthracite Inc., Nanticoke, Pa.—CP new standard broadcast station to be operated on 1490 kc 250 w and unlimited hours of operation.

AM—1170 kc

Suburban Bcstg. Corp., Upper Darby, Pa.—CP new standard broadcast station to be operated on 1170 kc 1 kw and daytime hours of operation.

AM—1410 kc

WING Dayton, Ohio—Application for reinstatement on 1410 kc 5 kw, unlimited hours of operation, directional antenna night.

AM—590 kc

Bluegrass Bcstg. Co. Inc., Versailles, Ky.—CP new standard broadcast station to be operated on 590 kc 1 kw, directional antenna and unlimited hours of operation.

AM—1490 kc

Clyde R. Horne, Jerrell A. Shepherd, a partnership d/b as The Valley Broadcasters, Russellville, Ark.—CP new standard broadcast station to be operated on 1490 kc 250 w and unlimited hours of operation.

AM—1590 kc

Caprock Bcstg. Co., Lubbock, Tex.—CP to make changes in directional antenna system, operating with 1 kw unlimited time.

AM—1400 kc

Grand Forks Herald Inc., Grand Forks, N. D.—CP new standard broadcast station to be operated on 1400 kc 250 w and unlimited hours of operation.

AM—1290 kc

Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Bcstg. Co., Peoria, Ill.—CP change power from 1 kw to 5 kw, using directional antenna day and night.

AUGUST 13

AM—1240 kc

Oneonta Star Inc., Oneonta, N. Y.—CP new standard broadcast station to be operated on 1240 kc 250 w and unlimited hours of operation.

FM—Unassigned

Templetone Radio Mfg. Corp., Boston, Mass.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC and coverage to be determined by FCC—AMENDED: to change coverage from "to be determined" to 9,413 sq. mi. and population from 2,530,000 to 3,286,900.

AM—1540 kc

Texhoma Bcstg. Co., Durant, Okla.—CP new standard broadcast station to be operated on 1540 kc 250 w and unlimited hours of operation.

AM—690 kc

Riley Orlan Parker, Lamesa, Tex.—CP new standard broadcast station to be operated on 690 kc 250 w and daytime hours of operation.

Video—66-72 mc

Minnesota Bcstg. Corp., Minneapolis, Minn.—CP new commercial television broadcast station to be operated on Channel 4, 66-72 mc and ESR of 2080.

FM—Unassigned

Amalgamated Bcstg. System Inc., Chicago, Ill.—CP new metropolitan FM broadcast station to be operated on frequency and coverage as determined by FCC—AMENDED: to change coverage to 9,660 sq mi., specify population as 4,948,000, change transmitter site, specify type of transmitter and make changes in antenna system.

FM—93.5 mc

Central Nebraska Bcstg. Corp., Kearney, Neb.—CP new FM broadcast station to be operated on Channel 228, 93.5 mc and coverage of 16,665 sq. mi.—AMENDED: to specify class of station.

AM—1400 kc

KCOL Fort Collins, Col.—Modification of CP which authorized new standard broadcast station, to change type of transmitter, for approval of antenna and transmitter location.

AM—1450 kc

KEIO Pocatello, Ida.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, approval of antenna and transmitter location.

Applications Tendered for Filing:

AM—1230 kc

Robert P. Strakos and John F. Kearney, a partnership d/b as the Colgren Bcstg. Co., Hudson, N. Y.—CP new standard broadcast station to be operated on 1230 kc 250 w and unlimited hours of operation.

AM—1340 kc

Connellsville Broadcasters Inc., Connellsville, Pa.—CP new standard broadcast station to be operated on 1340 kc 250 w and unlimited hours.

AM—1420 kc

Owensboro on the Air Inc., Owensboro, Ky.—CP new standard broadcast station to be operated on 1420 kc 1 kw directional antenna night and unlimited hours of operation.

AM—720 kc

Carteret Bcstg. Co., in or Near Morehead City, N. C.—CP new standard broadcast station to be operated on 720 kc 1 kw and daytime hours of operation.

AM—670 kc

News Publishing Co., Rome, Ga.—CP new standard broadcast station to be operated on 670 kc 1 kw and daytime hours of operation.

AM—1490 kc

Siskiyou County Bcstg. Co, Eureka, Calif.—CP new standard broadcast station to be operated on 1490 kc 250 w and unlimited hours of operation.

AM—930 kc

Rocky Mountain Bcstg. Co., Pueblo, Colo.—CP new standard broadcast station to be operated on 930 kc 5 kw, directional antenna night and unlimited hours of operation.

ARRANGEMENTS for NBC-WSM Nashville's *Grand Ole Opry* to appear Aug. 24 at Arlington Downs, Tex. are completed as E. Paul Waggoner, president of Texas State Fair Assn., signs the papers. WSM General Manager Harry Stone is at right, Glenn Turpin, secretary of the Fair Assn. at left. The Prince Albert half-hour portion of the four-hour show will originate from the Fair, marking its first origination outside of Nashville for 21 years, according to WSM.

TBA Exhibitors

GENERAL ELECTRIC Co., Allen B. Du Mont Labs., RCA and Federal Telephone and Radio Co. have reserved space to exhibit their video transmitting equipment at the TBA Television Conference, Oct. 10-11 at the Waldorf-Astoria, New York, TBA has announced. In the receiver field, video sets will be shown by GE, Du Mont, RCA, Philco, Farnsworth, Sonora and Telicon, TBA said, with AT&T, NBC, Belmont division of Raytheon Mfg. Co., Crosley Corp. and Bryan Davis Publishing Co. among related video service organizations planning exhibits.

Doherty

(Continued from page 18)

war-time activities was that of Fuel & Food Administrator for Massachusetts and chairman of the East Coast War Services Conference. He is a member of the National Economic Policy Committee, U. S. Chamber of Commerce; member, Industrial Relations Committee, Boston Chamber of Commerce; consultant, President's Labor-Management Conference.

Work of the NAB Employe-Employer Relations Dept. has been greatly expanded since the first of the year, the committee was told Monday. A series of reports and exhibits was submitted.

Information on contracts covering labor activities at 750 stations has been compiled. Analysis of these contracts will be made available to stations before the NAB convention Oct. 21-24 in Chicago. The department has supplied information to 150 stations covering their special labor problems and has supplied complete reports on contractual provisions. More than four out of every five stations answered requests for labor information.

Employment

The committee reviewed tentative drafts of station employment contracts for technicians, covering such provisions as wages, hours, vacations and hours by city size and station size. It authorized additional analyses of contracts covering unions in other than the technical field.

Proposal of a number of IBEW locals that union labels be required on all transcriptions handled by member technicians was studied. The department was instructed to keep informed on this development and supply facts to member stations.

Recommendation for a study of group bargaining activities was approved by the committee. A member of the department staff should attend each NAB district or area meeting in 1947, it was decided.

Fear was expressed that some stations will be unable to comply with the FCC's 91-D regulation requiring that transmitters be manned at all times by first class technicians due to lack of qualified personnel in many areas. The rule is hampering on-the-job training of veterans at some stations, the committee was informed.

A. D. Willard Jr., NAB executive vice president, sat with the committee, with John Elmer, WCBM Baltimore, as chairman. Others present were Harry LePoidevin, WRJN Racine; Calvin J. Smith, KFAC Los Angeles; William Fay, WHAM Rochester; Howard Lane, Field Enterprises; Frank King, WMBR Jacksonville; Frank White, CBS; Fred W. Borton, WQAM Miami, board liaison member.

ANOTHER RADIO first! All of Denver's station managers smiled when Lee Fondren, enterprising promotion manager of KLZ framed this shot in the heart of the Rockies. The occasion was the NAB board meeting at Estes Park [BROADCASTING, Aug. 12] when the Denver stations played host at a wild western Chuck Wagon Dinner. Kneeling (l to r) Hugh Terry, KLZ general manager and host NAB member who mc'd the proceedings; Bill Meyer, KMYR; William D. Pyle, KVOD; Frank Bishop, KFEL. Standing (l to r) Gene O'Fallon, KFEL; Lloyd Yoder, KOA; Palmer (Ep) Hoyt, editor and publisher of the *Denver Post;* Gov. John C. Vivian of Colorado; NAB President Justin Miller; Tom Ekrem, KVOD; J. Harold Ryan, Fort Industry vice president, former NAB President and a summer resident of Estes Park.

Mt. Wilson Property Still Available As Site for Television, FM Transmitters

TELEVISION-WISE Mt. Wilson is still open for business. Although the 720 acre tract of land known as Mt. Wilson has been offered for sale at $425,000 by the Pasadena Mt. Wilson Toll Road Co., Albert C. Childs, manager of the property, indicated a change of heart last week when interviewed by BROADCASTING.

Already Mr. Childs pointed out that he had sold two tracts of 160 acres each, one to Earle C. Anthony Inc. (KFI), and another to Mutual Don-Lee Broadcasting System (W6XOA). The Don-Lee purchase will house the commercial video installation, if granted. At present Don-Lee telecasts originate from Mt. Lee, just outside Hollywood.

Future dealings in transmitter sites, he said, would be only on a rental basis similar to the existing agreement with CBS covering a 20-year period. Mr. Childs added that he has been approached by approximately 30 television and FM interests. Of these he said that arrangements with ABC and NBC were likely, assuming the grants of television licenses.

At first it was believed that Los Angeles County might provide a bond issue to cover purchase of the remaining 720 acres, still owned by the Pasadena Mt. Wilson Toll Road Co. This was not accepted by the county, and local newspaper editorials contend that its purchase by the county seems like unnecessary expense in view of its accessability to the public under private ownership.

Since 1905, the Carnegie Institute has held a 99 year lease for one dollar on the Mt. Wilson Observatory site with the option to renew for a similar period. The site has always been open to the public and Mr. Childs maintains that television installations on the property will likewise be open to public view.

Although sale of the property is still possible, Mr. Childs indicated that the asking price would likely be upped. Furthermore he felt that any sale would be contingent upon the willingness of the buyer to preserve the acreage as one of the nation's top tourist sights.

NLRB SETS AUG. 20 TO COUNT CBS VOTE

THE NATIONAL LABOR RELATIONS BOARD ruled last week that the 16 of the 23 challenged ballots at the CBS white collar workers election for a representative union, held June 14, could be opened and counted.

The United Office and Professional Workers of America (CIO) tallied 327 votes at the election and would need about 5 out of the 16 votes to win representation of the white collar group.

In the same election 208 votes were cast against participation in any union, 103 for the International Alliance of Theatrical Stage Employes, (AFL), and 9 for the International Brotherhood of Electrical Workers (AFL).

Of the 23 challenged votes, the NLRB designated three to be listed under a miscellaneous studio employes group and four to be excluded, making a total of 7 out of 23 that would not count in the overall tally. The 16 votes will be counted on Aug. 20, allowing five days for the company or the unions to appeal the NLRB decision.

Television Permits To Boston, Buffalo

Four Apply, Two Others Withdraw From Race

COMMERCIAL VIDEO construction permits were issued last week by FCC to Westinghouse Radio Stations Inc., for Boston and WBEN Inc., for Buffalo, N. Y.

The Commission also reported applications by St. Louis U., Don Lee Broadcasting System, Hollywood, and Bendix Aviation Corp., Bendix Radio Division, Towson, Md. (600-620 mc), for new experimental video stations and one by Minnesota Broadcasting Corp., for a new commercial station in Minneapolis. Minnesota Broadcasting Corp. requests channel four, 66-72 mc.

Westinghouse grant, authorized Aug. 9 and announced last Monday, was for channel four, 66-72 mc, with 10 kw visual power and 7.5 kw aural. Authorization was contingent upon conditions that permittee (1) install frequency monitor of .001% or better when available; that (2) Commission may in the future require Westinghouse to increase its effective radiated power or relocate its transmitter site in order to bring its coverage into substantial conformance with Commission rules and that (3) Westinghouse file amendment in WBZ Boston (of which it is licensee) antenna.

WBEN on Channel 4

WBEN Inc., licensee of WBEN Buffalo, was authorized to operate on channel four, 66-72 mc. Station will have 14.4 kw visual power and 7.2 kw aural power.

FCC in action last Friday also granted permission to Worcester Telegram Publishing Co. to cancel its construction permit authorized May 6. Worcester, granted a CP for channel five, 76-82 mc with 13.6 kw aural power and 10.8 kw visual, requested to withdraw in preference to experiments in high frequency color television [BROADCASTING, July 29].

Two additional video applications were withdrawn last week on request, FCC announced. Raytheon Manufacturing Co.'s request for Chicago station was withdrawn in deference to Raytheon "policy of confining its broadcast activities to the area adjacent to Boston," and applicant for Wilkes Barre, Pa.. Louis G. Baltimore, owner of WBRE Wilkes Barre, was reported to have dropped out due to increased expense in comparison to prewar or during-the-war estimates.

MBS Music Festival

MBS Aug. 17, 10-11 p.m., broadcast highlights of 17th annual Chicagoland Music Festival from Soldiers Field, Chicago, featuring Helen Traubel and John Charles Thomas. Music for festival, sponsored by Chicago Tribune Charities Inc., was provided by two Metropolitan Opera stars, chorus of 3000, accordion band of 1000 and 100-piece festival orchestra.

Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

THE FRIENDLY GROUP
WSTV WFPG
WJPA WKNY

WFPG
ATLANTIC CITY
ABC NETWORK

KFMB
Sells
SAN DIEGO

Going Up! 1946 U. S. Census shows San Diego metropolitan district with post-war civilian population of 465,720. San Diego city population jumps 78% over 1940! This lucrative market is yours "from the inside" with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
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EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

1000 WATTS • FULL TIME

ONLY **KROD** THE
SOUTHWEST'S **CBS**
OUTLET, COVERS ALL THE
El Paso MARKET

600 KC
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Represented Nationally by Taylor-Howe-Snowden

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

Memphis E. A. Alberty, Gen. Mgr.
Represented by RAMBEAU

THERE'S PLENTY OF
BUSINESS IN
DAYTON, OHIO

Get Your
Share By
Using . . .

WING The Dayton Station

WEED & CO. National Representatives

Petrillo

(*Continued from page 17*)

to strike for plainly lawful purposes.

"Never before has any Congress so openly indulged in such flagrant discrimination in favor of a powerful industry, the broadcasting industry, and in unfair opposition to the workers, the American musicians, who made possible the phenomenal success of that industry.

Congress Denounced

"Never before has any Congress manifested such wanton disregard for simple economic justice and for the cherished, elemental rights preserved by our Constitution.

"While the Lea Bill, with gross unfairness, singles out for attack a single union in a single industry, it contained principles and imposes restrictions which, if upheld, would crush the freedom of all American workers and destroy the American trade union movement. In waging their valiant fight against this vicious law and those who sponsored it, the AFM and its president, Mr. James C. Petrillo, are fighting for the liberties of every worker in this country and for the very existence of every trade union in the United States. They deserve the support and cooperation of all who value freedom and trade unionism."

William Green, AFL president, reminded that Mr. Padway is both AFL and AFM counsel, said the decision of AFL to support the musicians' battle was taken on the council's own initiative. He said the action is based "on the serious implications in the measure," and reminded that "one never knows what interpretation the courts would place on such a law. It is susceptible of broad interpretations. That's what caused the council to take the position it did. If these restrictions were placed on building tradesmen, with their apprenticeship programs and so forth, it might upset the whole order."

He declared any argument over standby employes should be worked out in negotiation and "management should not be given the exclusive right to make the determination."

NBC Picketed

APPROXIMATELY 15 members of the Veterans Committee of the United Office and Professional Workers of America (CIO) picketed NBC's New York headquarters last Thursday in a lunch-hour protest-demonstration against the firing of a veteran (Richard Niederstein, former NBC supervisor of the International Dept.'s newsroom). The pickets distributed about 3,000 leaflets to the public, stating the union's case and asking the public to write to Niles Trammell, NBC president, in protest against the action [BROADCASTING, July 22].

NAB to Start Comprehensive Program Improvement Project

NAB will embark on a comprehensive project designed to improve the industry's program and news structure and to provide a record of public interest programming as soon as the new Program Dept. is organized. Immediate staffing of the department was ordered by the NAB Board of Directors at its Aug. 6-8 meeting at Estes Park [BROADCASTING, Aug. 12].

Names of several leaders in the programming field are known to have been considered by President Justin Miller and Executive Vice President A. D. Willard Jr. but no selection has yet been made.

The board adopted a comprehensive statement of department objectives. These objectives originally were adopted by the new NAB Program Executives Committee at its first meeting July 1-2 [BROADCASTING, July 8]. They had remained secret, however, pending approval by the board.

The committee's objectives for the department were based on the theory that individual licensees must recognize that NAB Standards of Practice are in the public interest; that they must study weakness and strength of industry practices; that they must survey listener reaction and strive for wider appreciation of better programs, and protect the American system of commercial radio. The committee held that the Standards of Practice and program policy principles cannot be static but must be subjected to continuous study and interpretation.

The statement of department objectives specifies that with the advice of the committee and guidance of the board it will assist individual broadcasters in:

Department Aims

1. Maintaining standards of practice consistent with the needs and requirements of the community which he serves.
2. Maintaining competent program management.
3. Promoting even higher standards of radio news coverage, especially of local news, recognizing the vital force radio has become as a news medium and keeping always in mind that providing accurate, enlightening news is radio's greatest opportunity for continuous service in the public interest.
4. Providing for various types of stations and for various conditions of operation, fundamental program organization charts and statistics covering program costs.
5. Recognizing that radio is the medium upon which vast numbers of rural people depend for weather, news, market and other essential information as well as entertainment and taking steps to review and where necessary to enlarge service to agriculture.
6. Developing sound policies for religious, educational, civic, cultural and other types of special programs including those involving topics of controversial public character.
7. Ascertaining facts relative to sources of program material and information relative to performing rights, copyrights, etc.
8. Establishing methods of making surveys to ascertain listener preferences.
9. Recognizing the obvious fact that the service rendered to the American people is the only gauge by which the public interest character, of a program whether commercial or sustaining, may be judged and, to this end, reconciling commercial operation with public interest programming.
10. Developing a method whereby a complete and current record of his public interest programming may be maintained.
11. Developing a method for exchanging successful program ideas.

DISTRIBUTORS THE KEY
Wisconsin Network Finds National Sponsors

EFFECTIVE way of selling national advertisers has been used by Wisconsin Network, which contacts distributors and then finds it fairly easy to sell producers, according to the NAB Small Market Stations Division headed by J. Allen Brown.

In its study of group selling by small stations the division analyzed methods used by the Wisconsin regional, which obtains its highest dollar volume through sale of national spot announcement business.

Plankinton Packing Co., Milwaukee, has found the regional an effective sales medium, NAB was informed. In less than two months of radio the firm's sausage sales jumped to first place in the state. The Wisconsin Bankers Assn. broke the ice for banks with a daily announcement on 23 stations for six months. Stations throughout the state now carry regular financial advertising from local banks. The network has eight basic stations, with "associates" sold for special occasions.

AFRA IS TO DISCUSS DEMANDS AT MEET

DESIRED shape of new AFRA contracts will be one of key discussions during union's annual convention in Hollywood when approximately 85 visiting delegates representing 15 cities gather at Hollywood Roosevelt Hotel, August 23 through August 25.

Election of new officers will also concern delegates. Lawrence Tibbett, present national president, will be unable to attend, being scheduled for concert in New York at that time; Virginia "Ma Perkins") Paine, 1st national vice president will preside.

Three day meeting will open Aug. 23 with presentations of credentials. Friday afternoon various committee reports will be heard. Saturday will be devoted to three sessions to shape terms of all AFRA contracts which expire Nov. 1.

Sunday will be devoted to report of resolutions committee on such matters as television, phonograph recordings and merger. Discussion of merger involves consolidation of all theatrical groups into one making possible employment within various media, eliminating issue of jurisdiction.

State Dept. Accepts Russian Invitation to Conference

UNITED STATES last Wednesday accepted an invitation of the Soviet Union to attend a five-power preliminary telecommunications conference in Moscow. The State Dept. asked, however, that the Aug. 28 opening date be changed to the first available date after mid-September to provide time to prepare the American delegation.

Francis Colt de Wolf, chief of the State Dept. Telecommunications Division, will be chairman of the American delegation. Other members are to be named within a few days. Great Britain, France and China also have accepted Russia's invitation. Great Britain asked that the date be changed to late September. France urged postponement to a period between Sept. 15 and Oct. 1.

When Russia's invitation was received [BROADCASTING, Aug. 5, 12], the United States already had proposed a plenary world telecommunications conference in April 1947. More than a score of stations have accepted this conference, with Chicago mentioned as probable site of meetings.

Decision of the U. S. to attend the Moscow meeting was reached by the State Dept. last week after Acting Secretary of State Dean Acheson had referred the matter to Secretary Byrnes, attending the Paris peace conference.

Topics likely to be discussed at Moscow include frequency allocation table, definitions, frequency tolerances, central frequency bureau, and organization of an international telecommunications union.

Proposal for a worldwide high-frequency broadcasting conference was made last September during the Rio de Janeiro discussions, to be held after the 1947 world telecommunications conference. This meeting would attempt to set up a new allocations table for broadcasting.

2 Clergymen Win Proposed Decision

ATLANTIC SHORES BROADCASTING, principally owned by two Miami ministers, won a proposed grant for a new station at Coral Gables, Fla. last week over the mutually exclusive applications of Southern Media Corp., Coral Gables, and Miami Beach Publishing Co., Miami Beach. All three requested fulltime use of 1490 kc with 250 w.

In its proposed decision, adopted Aug. 7 and announced last Monday, the Commission noted that Miami Beach has one station (WKAT) and Coral Gables none, concluding that a grant for the latter would provide "more equitable distribution" of radio service. In choosing Atlantic Shores, FCC said three partners owning 60% will participate directly in the management, control, and programming, while the officers and stockholders of Southern Media, the other Coral Gables applicant, would not participate in day-to-day operation.

Eleven Partners

Atlantic Shores is composed of four general and seven limited partners. The general partners and their respective interests are Ronald C. Johnson, pastor of Central Alliance Church in Miami, station director, 27½%; James A. Brown, Church of the Nazarene minister in Miami, general manager, 27½%; Bert Graulich, formerly with WQAM Miami Beach, program director, 5%; Elbert B. Griffis, Fort Lauderdale attorney, 5%.

Rev. Mr. Johnson will be on duty at the station in the forenoons and Rev. Mr. Brown in the afternoons; their churches plan to employ assistant pastors to give them time for their radio work. The station plans up to 10 hours of religious programming a week, and except for two 15-minute weekday sustaining programs will sell time to religious organizations at half the regular commercial rate.

Walter E. Kinney, a limited partner, formerly with several Florida stations, is to be chief engineer.

Of the applicants given proposed denials, Miami Beach Publishing Co. publishes Morning Star, Evening Sun & Daily Tropics, and the Sunday Sun-Star. Southern Media is owned by Paul C. Taylor, Miami Beach attorney and businessman, president and 66 2/3% interest, and Harry W. Link, Jr., Coral Gables stock and bond broker, secretary-treasurer and 33 1/3% interest.

Stereophonic System Is Old One, WDRC States

EDITOR, BROADCASTING:

On page seventy-four of the August 5th issue of BROADCASTING, you describe stereophonic radio experiments producing three dimensional listening as demonstrated by the Netherlands Information Bureau, and suggest that this is the first performance of such a system to take place in the entire world. Since this broadcast was antedated by experiments conducted by WDRC over twenty-one years ago, resulting in the establishment of an experimental binaural broadcasting station at New Haven, Connecticut, which was used for demonstrating the stereophonic principle in radio transmission, I am sure you will desire to know of these experiments in order that the record may be kept clear.

U. S. Patent No. 1513973, covering binaural broadcasting, was issued to me on Nov. 4th, 1924, and a complete description of the experiments, together with photographs of the studios, antenna and transmitter, appeared in the "Electrical World" April 25, 1925.

Should you desire more detailed information with regard to this work, I shall be glad to send it to you.

With best regards,

FRANKLIN M. DOOLITTLE
President
Radio Station WDRC

August 7, 1946.

Liberty Financing Plan Okay Asked

PLANS of the newly formed Liberty Broadcasting Co. to issue $600,000 of preferred stock to help finance its proposed $850,000 purchase of WOOD Grand Rapids from ABC were disclosed last week in an application for FCC consent to acquisition of the station.

The projected assignment is the second phase of the $3,650,000 purchase of King-Trendle Broadcasting Corp. by the network, which thus acquired WXYZ Detroit as well as WOOD but was required to hold WOOD in trust pending resale [BROADCASTING, July 22]. Liberty was named as proposed purchaser of WOOD at the time of the King-Trendle hearing but details of the plan had not then been worked out.

The WOOD application said Liberty's equal owners, Roy C. Kelley and Ray M. Veenstra, propose to amend the company's charter to provide for 6,000 shares of preferred stock, to be sold at $100 a share to investment bankers and private holdlers. This would be a private offering.

Messrs. Kelley and Veenstra would give 20% of the common stock (20,000 shares out of 100,000 they now have) to E. H. Rollins & Sons and Miller Kenower & Co., investment bankers, for handling the transaction. Another 24% would go to purchasers of preferred stock at the rate of four shares of common for each preferred share bought. Five percent of common would be set aside for the operating management of WOOD.

Ultimate distribution of common stock thus would be: Messrs. Kelley and Veenstra 51%; investment bankers 20%; preferred shareholders 24%; WOOD personnel 5%.

The plans call for payment of $750,000 of the purchase price to ABC within 60 days after FCC announces its approval. The remaining $100,000 would be covered by a one-year 4% note.

Advertisement of the proposed transfer under the Avco plan was started Aug. 13. Competing bids to buy the station on the same terms will be received by FCC for 60 days from that date. A King-Trendle application for FM at Grand Rapids is part of the transaction. WOOD is a 5-kw outlet operating fulltime on 1300 kc.

In addition to its plans to acquire WOOD, Liberty has purchased WHLS Port Huron, Mich. for $300,000 subject to FCC approval. Mr. Kelley, president of Wolverine Network in Michigan, applicant for a new station at Muskegon, Mich., and former executive vice president of Associated Broadcasting System, is president of Liberty. Mr. Veenstra, associated with Fox Jewelry Stores in Michigan, is secretary-treasurer. George M. Norcross, Grand Rapids attorney, is vice president.

An All-Time Favorite

ADIOS MUCHACHOS

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THAT CERTAIN SOMETHING

Wise time buyers know what we mean—that certain power of attraction that some stations have and others don't. Here as one of America's best producers in one of America's richest markets.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

BEST 50,000 WATT BUY OF THE WEEK

Jovial early-morning entertainer with a 10 year reputation for bringing results.

ART BROWN

Available on participation basis

WHN NEW YORK
Rep. by RAMBEAU

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

American Broadcasting Co.

Represented by John BLAIR & CO.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery
CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

The Nunn Stations
SERVE AND SELL IN
5 GROWING MARKETS
- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLAP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMI—CBS Ashland, Ky. Huntington, W. Va.

CBC Sale of Time On Locals Limited

New Rate Card With Discount Regarded as Wedge

CANADIAN BROADCASTING CORP.'s recently issued supplementary rate card for five and ten minute periods on individual stations with discounts for use of more than one CBC station, is considered in the Canadian broadcasting industry a wedge into local business on CBC stations, and not in keeping with its aims of national coverage only.

BROADCASTING learns on good authority that CBC does not anticipate to raise much revenue with sale of local time, that it will not sell time on local CBC stations to all types of local advertisers, but that periods sold must fit into the program schedule.

Survey Made

A survey was made of all 11 CBC stations across Canada as to what times they had available when the stations were not in use on network programs. These times were investigated with possibility that some might be sold to spot advertisers, but not all. Some of these times will be retained for local sustaining programs. No important spot sales have as yet been made since the new rate schedules were issued, according to CBC officials.

As pointed out by CBC Chairman A. D. Dunton before the Parliamentary Committee at Ottawa earlier this month, "the purpose of the CBC is not to make profits through business operations. Our purpose is to provide the best broadcasting we can all across Canada. We regard commercial programs as one means of assisting to this end. They provide many broadcasts which a great many listeners like very much. . . . In the matter of station CJBC Toronto (which is taking over the 860 kc frequency of CFRB Toronto) there is no question of getting business for the sake of getting it or for profits. There is no question of taking business from anyone else."

CBC, as far as can be learned, is not adding to its small commercial division staff to sell local spot business on its stations. CBC has given no intimation as to expansion of its commercial division.

Hughes Hearing

HEARING scheduled in Los Angeles Aug. 9 to take testimony of Howard Hughes on behalf of his Hughes Tool Co. application for a Los Angeles television station was postponed after his physician ordered him not to attend. Postponement was to about mid-September, but exact date has not been set. Meanwhile, the condition of Mr. Hughes, severely injured in an airplane crash, has improved sufficiently for him to leave the hospital and return to his home.

RADIO GOES TO THE UNIVERSITY

WMAL and American U. Are Cooperating On AM, FM, Video Courses

RECOGNIZING the "revolution in communications" now taking place, American U. in Washington in cooperation with WMAL Washington is including in the fall curriculum a complete program in radio and television education.

Dr. Paul F. Douglass, president of American U., speaking of the new course last week said: "A revolution is taking place in our world as important or perhaps more important than the geographical revolution, the industrial revolution and the commercial revolution which preceded it. This new revolution is in communications and relates to the speed and quality of the transmission of information by spoken word, visual image and auditory impression.

"The American University takes pride in its relationship with the Evening Star Broadcasting Co. [WMAL owner] which permits us on Sept. 1 to announce a complete program in radio education, the opening of new studios on its campus, and the addition of faculty members who will cooperate with young men and women who intend to pursue professional careers in AM, FM and television."

Mr. Hubbell points out Bulletin illustrations to Dr. Douglass.

Ward Hubbell, WMAL program director, is supervising the radio courses, and teaching introduction to radio. Other teachers from WMAL and their subjects are: Chief Announcer Harold Stepler, announcing; Production Manager John MacKercher, continuity and dramatic writing; Newsroom Head Bill Neal and Commentator John Edwards, radio journalism; Announcer Gordon Shaw, introductory radio speech and production; Producer Harry Hoskinson, radio music; Commercial Representative Sam Digges, sales and promotion; Chief Engineer Dan Hunter, control room operations.

As yet unstaffed are courses in use of radio in the schools, and in Government radio writing. Radio acting will be taught beginning next spring.

The WMAL television transmitter, to be erected on the campus of American U., is expected to be completed by February, the beginning of the second semester of this school year. At that time courses in television will begin.

A bulletin on the radio classes is being prepared by Dr. Douglass and Mr. Hubbell. This bulletin is to be illustrated throughout with cartoon-type art work done by Bill Willison, WMAL promotion manager.

NBC WILL POSTPONE GUILD NEGOTIATION

PROPOSALS submitted last week to NBC by the Chicago Radio and Television Directors Guild will not be acted on by the network's Chicago division until "early in September," I. E. (Chick) Showerman, NBC Central Division vice president and general manager, said Wednesday.

Mr. Showerman said an agreement had been reached between himself and Burr Lee, president of the Chicago RTDG to suspend negotiations until that time because of vacations of several NBC officials this month.

One of the points which NBC is expected to contest is the RTDG's demands for minimum fees for WMAQ, the NBC Chicago outlet [BROADCASTING, Aug. 12]. On non-network programs, the NBC Central Division argues, WMAQ could not compete with other stations in Chicago which have not been organized by the Guild. The Guild has asked a minimum of $50 for each half hour local commercial, in addition to a base pay of $100 per week.

The network's attitude is that such added costs over base salaries would of necessity be passed on to local advertisers and tend to discourage their use of radio time.

DEFEATED SENATOR WEMP PART-OWNER

SEN. ROBERT M. LA FOLLETTE Jr. (R-Wis.), who was defeated seeking renomination in the Wisconsin primaries last week, is one-eighth partner in Milwaukee Broadcasting Co., licensee of WEMP, with Rachel Young La Follette, his wife who also owns one-eighth interest.

Senator La Follette is a Republican who turned Progressive and this year returned to the Republican fold. Last week he conceded defeat to youthful Circuit Court Judge Joseph R. McCarthy of Appleton, Wis., a former tail gunner in the Marines.

The Wisconsin Senator was elected to the Senate in 1925, succeeding his father who died that year. He served in the upper chamber continuously, being elected twice as a Republican, twice as a Progressive.

Canada Will Limit Number of Stations

CBC Recommendation Denied To One Applicant

CANADA IS NOT likely to license the maximum number of broadcasting stations technically possible in any area, as is being done currently by the FCC. Canadian Broadcasting Corp. recommendations for new stations to the licensing authority, Department of Transport, are guided by the economic factors in any region. This was clearly told the Parliamentary Radio Broadcasting Committee at Ottawa by Dr. Augustin Frigon, CBC general manager earlier this month.

Questioned by Committee members about the CBC fostering a monopoly even among privately-owned stations, Dr. Frigon stated that the CBC is "not in favor of allowing as many stations as technically possible in any area because we believe that, when competition is too keen, it results in depreciation of program value; when stations have to fight against each other to make a living, they spend as little as possible on programs which thereby deteriorate.

"There is a limit to what private stations can spend, comfortably, and we are trying to maintain it . . . We have actually refused an additional commercial station in certain areas where we thought there was enough already . . . . In the most populous portion of Canada, which is Ontario and a part of Quebec, you can have no more stations at the present time.

"The coming of FM will permit the use of a greater number of stations and we will have to find a formula. We are working on it, and we have had a committee working on it for months. We intend to call a meeting of broadcasters including equipment manufacturers fairly soon, to devise some formula."

WARL Arlington Plans To Be on Air by Oct. 1

NORTHERN VIRGINIA BROADCASTERS Inc., permittee of WARL Arlington, Va., plans to commence operation "sometime on or before Oct. 1." WARL has been authorized to operate on 780 kc with 1 kw power daytime only.

R. Kilbourne Castell, 50% owner and general manager, also announced the appointment of Frank Blair, of WOL Washington, as program director. Ruth Mulvey, of the *Washington Times-Herald,* will head the continuity and public relations departments. Bill Jefferay, program director of WPIK Alexandria, Va., is commercial manager. WARL will carry United Press news, and has subscribed to Standard and Capital Transcription service. Frank U. Fletcher, Washington radio attorney, has 50% interest in station.

KFAR Away

NBC has informed FCC it had made no special studies but was "not aware" of any interference between its WEAF New York, dominant station on the 660 kc clear channel, and the operation of KFAR Fairbanks, Alaska on 660 kc under a special service authorization. Gustav B. Margraf, NBC counsel, made the report at the AM engineering standards hearing in response to a Commission request last month, when KFAR indicated in clear channel hearings that it would seek regular assignment on the frequency [BROADCASTING, July 15].

NBC FINDS CHICAGO SITE FOR VIDEO, FM

NEGOTIATIONS by NBC Central Division, Chicago, for a lease of space in the Civic Opera Building for proposed FM and television transmitter sites are expected to be completed by the first week in September.

Although NBC has yet to receive a CP for either its FM or television stations in Chicago, the network has already announced it intends to go into immediate construction as soon as the grants are issued.

NBC Central Division will share transmitter space in the Civic Opera building with ABC, which secured a lease two months ago.

I. E. Showerman, vice president and general manager, of the NBC Central Division said the network would confine its studio production to present space located in the Merchandise Mart.

OFFICIAL engineering approval of the FTR Type 101-C field intensity meter, manufactured by the Federal Telephone and Radio Corp., Newark, N. J., has been given by the FCC. As the result of this it is no longer necessary to have the Federal meter calibrated by the U. S. Bureau of Standards and field measurements made by this meter and submitted to the Commission will be considered official.

ARTICULATE AUDIENCE

WCKY Listeners Respond To Loss of Program

WCKY, L. B. Wilson station in Cincinnati, learned that the quiet audience which listens to soft music can become highly responsive when threatened with loss of its favorite radio fare.

On *Waltz Time,* heard Monday through Saturday from 7 to 8 p. m., announcements were made asking listeners if they preferred another type of music, possibly popular. The answers, 4,384 of them, came from 17 states. Most of them were from Greater Cincinnati with 80% of the replies from urban listeners. Among those writing in were executives, professional men and women. Program will probably continue unchanged.

Odessa, Tex., Gets Two More Stations

Henderson, Tex., Wins Third Daytime Only Station

THREE standard station grants, made Aug. 9 and announced by the Commission Aug. 12, included two to Odessa, Tex., a town of 2,000 according to 1940 census figures.

Grant is the third of the year to Odessa, a daytime regional also having been authorized Jan. 17.

Both are for daytime only stations. The Ector County Broadcasting Co. of which Ben Nedow is the sole owner will operate on 920 kc with 1 kw power. Mr. Nedow is owner of Peoples Furniture Co., a manufacturing and retail furniture business. A 5 kw station on 1360 kc was granted to Odessa Broadcasting Co., which has four partners, none having a controlling interest. One of the partners is J. S. McBeath, secretary-treasurer of KXOX Sweetwater, Tex. This grant is subject to interference conditions with Monahans Broadcasters, applicant for new standard station in Monahans, Tex., if granted.

Third grant is for Henderson Tex. (Population about 23,000), Grantee is Goggan Radio Sales, an equal partnership composed of Benjamin F. Goggan Jr. and Howard E. Dennis, who are also partners in a radio sales and service business in Henderson. Station will operate on 1000 kc with 250 w, daytime only.

WTIK MAY BE SOLD IF WRAL GETS 5 KW

JAMES FLOYD FLETCHER, majority stockholder of WTIK Durham, N. C., told the FCC last week that he would sell his interest in the station if WRAL Raleigh, owned by his father, A. J. Fletcher, were granted a power increase and change of frequency.

Conceding that there may be a possible question of multiple ownership and overlapping of service between the proposed operation on 730 kc at Durham, J. F. Fletcher testified at hearing last Monday that he would divest himself of all stock interest in the Durham station. Such sale, Mr. Fletcher said, would be made only if the Commission felt a grant to WRAL would constitute a duplication of coverage, augmented by the family relationship which would constitute a violation of the multiple ownership rule. Durham and Raleigh are approximately 25 miles distant.

At the same time it was noted that the applications for both Durham and Raleigh were pending simultaneously. Ultimately, FCC granted the Durham application for 730 kc, with 500 w daytime only. J. F. Fletcher has 80% interest in WTIK, with the remaining 20% held by four residents of Durham.

WFMJ
SELLS
The Rich Mahoning Valley
Ohio's Third Market at less cost—affiliate of the American Network.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

The Largest
TRANSCRIPTION LIBRARY
OF
AMERICAN FOLK MUSIC
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CHICAGO 5, ILL.

U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

CHANGING YOUR ADDRESS?
then...
RUSH US A CARD
OR EVEN BETTER
BEAT ON THE TOM-TOMS
OR SEND US A LETTER.
GIVE US A RING
USE RADIO, too
BE SURE TO TELL US
WHEN YOUR ADDRESS IS NEW.

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

An All-Time Favorite
IT MAKES NO DIFFERENCE NOW
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BMI
BROADCAST MUSIC, INC.
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5000 WATTS OF SALES POWER WILL BE AT YOUR SERVICE SOON!
CHNS
HALIFAX NOVA SCOTIA
"Maritimes Busiest Station"
JOS. WEED & Co.
350 Madison Ave., New York
(Representative)

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
Let WHBF capture this prosperous 200,000 market for your sales product.
WHBF
BASIC MUTUAL 5KW 1270KC

WGR Purchase

(*Continued from page 15*)

the $185,000 transaction is concerned.

Under the terms of the preincorporation agreement for formation of WGR Broadcasting Corp., a proforma balance sheet, giving effect to the acquisition of the assets and assignment of license, shows assets of $850,000 for WGR of which $545,000 is listed as the value of advertising contracts, contract rights, leases and going concern value.

The transaction would be closed 20 days after the FCC approved the transfer. If the approval is not forthcoming by Aug. 1, 1947, either party may terminate the agreement.

No Separate Breakdown

Because of the dual operation of WGR and WKBW, the application does not show a breakdown between the two stations on income or earnings. In 1945, BBC as an entity had total income of $1,360,000 and an operating income of approximately $400,000. Net profit was cited as roughly $100,000 in 1945. WGR total income was listed as nearly $700,000 in 1944 and approximately $668,000 in 1945. It was pointed out, however, that since BBC has always operated with one set of books, expense had not been segregated and allocated to each station.

Mr. Fitzpatrick will continue to maintain his offices in Detroit, representing WGR there and participating in policy direction of the station. He also plans to enter other phases of radio.

Mr. Fitzpatrick, now 50, resigned as vice president and general manager of WJR, 50,000-w Detroit CBS outlet, last May coincident with his disposition of stockholdings in that station and in its sister station WGAR Cleveland. He had been identified with the stations and with active direction of WJR for more than 20 years. He sold his WJR stock for nearly $1,000,000, it is understood, and realized about $300,000 for his interest in WGAR. Mrs. Fitzpatrick, however, still holds substantial stock interest in WJR.

Radio Pioneer

He has been in radio since 1921 when he was radio editor of the *Kansas City Star* and later manager of its station, WDAF. He founded the famed Kansas City Nighthawks, and was a member of the first Federal Radio Conference Committee appointed by the then Secretary of Commerce Herbert Hoover in 1923. In 1925 he became program director of WJR and was instrumental in getting G. A. (Dick) Richards to purchase the station. Mr. Richards now owns control of WJR, WGAR and KMPC Hollywood.

Like his new associate, Mr. Lounsberry is a radio pioneer, but he began on the technical side. The 47-year-old veteran was a radio "ham" in 1912, and was a former assistant to Dr. Lee DeForest, radio inventor. In 1922 he built a a station for Johns-Manville at Lockport, N. Y., and was its consulting engineer until 1925, when he formed a company which bought the station and moved it to Buffalo. That station—WMAK—was merged in BBC in 1928, when he became vice president and sales manager of BBC which then had four stations. In 1931 he became executive vice president and general manager of BBC which then had consolidated the four stations into the existing two—WGR and WKBW. He was the second largest stockholder in BBC, and has served several terms on the NAB board.

The FCC is asked to waive its rules and grant WGR's new owner's permission to continue joint use of the present WGR-WKBW antenna system upon assignment of the license. The stations since 1936 have used a common antenna system and in 1941 both installed new directionals at a new site.

WGR operates on 550 kc with 5 kw day and 1 kw night. WKBW is on 1520 kc with 50 kw. The stations several months ago switched network affiliations, with WGR going to CBS and WKBW to ABC.

Writers Guild Drafts New Contract with CBS

RADIO WRITERS Guild is currently drawing up a contract for CBS short-wave radio writers which will include a 16 to 18% increase.

The salary will then be equal to that received by NBC short-wave writers who recently received a 14% salary increase. NBC pays its writers monthly; CBS, weekly.

The Writers Guild also plans to meet with William Brooks, NBC vice president in charge of news and international relations on or about Aug. 23 to negotiate a new contract for domestic news writers.

MBS SCORES BEAT
Bilbo Remark on Program Hits Page One

MUTUAL'S *Meet the Press*, which has scored many a newsbeat, last week had hit page one of the nation's press again.

On the program of Aug. 9, Sen. Theodore G. Bilbo (D-Miss.) admitted under questioning by four journalists that he was a member of the Ku Klux Klan. "The Man" said, however, that he had attended only one Klan meeting because he was "not in sympathy with some of the things in it."

The journalists who interviewed the Mississippi Senator on *Meet the Press* were Ernest K. Lindley of *Newsweek*, Bert Andrews of the New York *Herald Tribune*, Cecil B. Dixon of Gannett Publications, and Lawrence Spivak of the *American Mercury*.

Paley to Head CBS Delegation to NAB

Executives of All Departments Will Attend Convention

WILLIAM S. PALEY, chairman of the board, and Frank Stanton, president, head the list of Columbia Broadcasting System executives who are to attend the 24th annual convention of the NAB at Chicago Oct. 21-24.

Other CBS men who will attend the NAB convention are:

Joseph H. Ream, vice president and secretary; Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; H. Leslie Atlass, vice president in charge of central division; L. W. Lowman, vice president in charge of television; Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; D. W. Thornburgh, vice president in charge of western division.

Other Attendants

Also, Julius Brauner, general attorney; Edwin Buckalew, station relations representative on the West Coast; Carl Burkland, general manager, WTOP Washington; Wendell B. Campbell, general manager, KMOX St. Louis; Thomas D. Connolly, director, program promotion; George Crandall, director, press information; Guy della-Cioppa, assistant to chairman of the board; Harold E. Fellows, manager of CBS New England operations and general manager for WEEI Boston; Michael J. Foster, CBS trade editor; Earl H. Gammons, director of CBS Washington office; Dr. Peter Goldmark, director, engineering research and development.

Gilson Gray, director of editing; E. E. Hall, station relations; Nathan L. Halpern, executive assistant; Ralph Hatcher, Chicago station relations; Arthur Hull Hayes, general manager, WABC New York; A. E. Joscelyn, general manager, WCCO Minneapolis; John J. Karol, sales manager; Robert Kennett, program relations manager; William B. Lodge, director of general engineering; Howard S. Meighan, director of station administration; Charles E. Midgley Jr., sales service manager; William A. Schudt Jr., eastern division manager, station relations; Walter I. Seigal, manager, CBS photo division; J. Kelly Smith, director of station relations; J. L. Van Volkenberg, general sales manager, radio sales, and Elmo C. Wilson, director of research.

Hymns Published

A COMPILED edition of hymns of the ABC "Ford Sunday Evening Hour" has been published by Bourne Music Co. Booklet contains 25 of the most popular hymns on the show. The book, according to Hal Davis, of Kenyon & Eckhardt, the agency handling the Ford show, has sold 5,000 copies in advance of publication.

S. Africa Plans Commercial Return

June 1947 Resumption Aim of British Dominion

COMMERCIAL RADIO broadcasting in the Union of South Africa will resume about June 1947, Hamilton Russell, managing director of the J. Walter Thompson South African Ltd. office predicted last week in New York.

Mr. Russell is on a visit to the United States to survey various aspects of American business and advertising.

"I feel that commercial broadcasting in the Union will lift the tone of all our broadcasting," Mr. Russell said. "The competition will help improve programs and standards generally, I believe."

The South African radio is currently government controlled, like the BBC, but as a result of a recent study, the Union's broadcasting board, which sets radio policy for the country, has decided that by next June commercial programs can be resumed.

In effect, according to Mr. Russell, the South African radio will have three networks, all government owned and operated. The "A" network is an English language one which will continue to be non-commercial. The "B" network will remain similarly non-commercial, broadcasting in Afrikaans, since the country is bi-lingual. In fact, he said, both languages are used on the two networks, although on each the main accent is on one language or the other.

The third or "C" network will be established for the commercial programs and will be bi-lingual with the emphasis on each program shaped toward the audience which it is designed to reach.

Emulate Others

"As commercial broadcasting comes back to South Africa, we intend really to learn by the experience of other countries," he said. "We can profit by their mistakes and we can profit by their virtues.

"South Africa has 378,321 radio sets for the 2,500,000 audience which can be reached. You have to remember that about ten million other people in the Union are still in a rather undeveloped stage. But the audience that is there is an alert and purchasing audience and many opportunities for commercial broadcasting are evident.

"When commercial broadcasting starts again next year in the Union, the true responsibility will be recognized. Commercials will be limited to 10% of the time, and strict standards will be imposed. That is why I am convinced that this time commercial broadcasting in the Union will lift the general level of broadcasting there."

KVSM Near Ready

KVSM San Mateo, Calif., will begin broadcasting on 1050 kc with 250 w daytime shortly after first of the month, according to officials of the new station. Outlet is owned by Judge Edmund G. Scott, of the San Mateo County Superior Court; Hugh A. Smith, former chairman, San Mateo County Board of Supervisors; Gordon D. France, assistant manager; and Merwyn Planting, chief engineer. Arthur P. Knight, former city editor and sports editor of the *Burlingame Advance*, is station's news editor. Studios and offices are located at Baldwin Ave. and N. Ellsworth Ave., San Mateo.

Drohlich Brothers Lay Plans for Flint Outlet

ALBERT S. AND ROBERT A. DROHLICH, who were awarded a proposed CP grant by the FCC on Aug. 9, announced last week that construction on their 1 kw fulltime station at Flint, Mich., will start immediately the final CP is issued.

Robert Drohlich will be station manager and his brother will be program and production manager. They said that the rest of the staff will consist of veterans as far as is "practical and possible." The brothers formerly owned and operated KDRO Sedalia, Mo., but in 1944 when both were flying with the 15th Air Force, they sold to Milton J. Hinlein. Robert Drohlich is chief of the Radio Branch of the National Public Relations Division of the American Legion. During the war both received a number of decorations.

CHANDLER APPLYING FOR RADIO STATION

A. B. (Happy) CHANDLER, former senator from Kentucky and now high commissioner of baseball; Vincent F. Callahan, former general manager of WWL New Orleans and WBZ Boston, and John W. Guider, Washington radio attorney, were among new-station applicants reported by FCC last week.

Mr. Chandler is president and 45.71% owner of Bluegrass Broadcasting Co., applicant for 590 kc with 1 kw at Versailles, Ky. He is associated with a group of Versailles business men and Colvin P. Rouse, his colleague in the law firm of Chandler & Rouse, who owns 34.28%.

Mr. Callahan, editor of *Surplus War Property Newsletter*, formerly with WRC and WMAL Washington and during the war chief of the radio section of the War Finance Division, Treasury Dept., is associated with his wife and Mr. and Mrs. William Paul Beville and Mr. and Mrs. Eugene M. Zuckert in applying for 1340 kc with 250 w fulltime at Beaumont, Tex. Mr. Beville is now with WWL New Orleans and Mr. Zuckert, an attorney, is a special assistant to the Secretary of War. They are applying as WCPZ Broadcasting Co.

Mr. Guider, released from the Navy as a captain after service as senior electronics supply officer attached to the Bureau of Ships, Supplies and Accounts, is sole owner of White Mountain Radio, seeking 1400 kc with 250 w at Littleton, N. H. He has been with the Washington radio law firm of Hogan & Hartson since 1928, on leave of absence since he entered the Navy in 1942.

WOR Takes Close

UPTON CLOSE, the admitted rightist whose commentaries for the ultra-conservative National Economic Council on Mutual have raised liberal hackles from coast to coast, last week was given a major outlet in New York for reported first time. WOR, which never before had accepted Mr. Close's broadcasts, Tues. 10:15-10:30 p. m., last week cancelled a sustainer, *Take These Notes*, and aired the commentator. Mr. Close previously had been heard in New York on WBYN which had a special agreement with MBS to carry him. WOR will continue to use the program until end of the National Economic Council's present contract with Mutual, Oct. 1.

JOBS FOR VETERANS

WEEI Program Has Record of 900 Placements

ART KING'S *Job Center of the Air*, heard over WEEI Boston, has placed more than 900 veterans in jobs of their own liking.

How many other unreported veterans have found jobs through the five-minute daily broadcasts and the half-hour Sunday morning program is, of course, unknown. Himself an ex-Marine who saw combat at Guadalcanal, Iwo Jima and Okinawa, Mr. King knows exactly what questions veterans are interested in when he interviews business leaders on their job openings.

On a typical Sunday morning program, Mr. King interviews two or three employers, finding out what jobs they have open, what the requirements are, what the salary is, and where the veteran may get in touch with the man who does the actual hiring. The weekday broadcasts list specific details of job openings. WEEI, CBS outlet, carries the feature on a sustaining basis.

Mr. King also does individual job counselling, and at times the program includes other types of veterans news. One broadcast sought housing for married veterans at Harvard and placed 50 of them.

AUGUST FRUIT HARVEST adds $5,000,000 to the buying power in the rich fruit belt of Western Colorado, where 115,000 people hear one station

KFXJ and MBS • A Peach of a Pair

KFXJ
GRAND JUNCTION COLORADO

920 KC 1000 WATTS
Represented by Griffith

✓+✓✓!
NBC on 590
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

NOT FOR SALE!

"The Country Journal," directed by University of California, Mondays thru Fridays during the Noon hour, is for farmers and their wives. . . . It's one of our public-be-served programs. Sorry, no sponsorship.

KSFO

Represented By
UNIVERSAL RADIO SALES
San Francisco
New York • Chicago • San Francisco
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CKNW
has more listeners than any other 250 Watt Station in Canada
CKNW
NEW WESTMINSTER, B.C.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Account executive wanted. Small recognized New York agency, amply financed, congenially staffed, wants account executive with billing. Our people know about this. Write fully, in confidence. Box 644, BROADCASTING.

Are you interested in a career in facsimile broadcasting? (Programming, and application; non-technical.) Write fully, giving experience and other pertinent material. Reputable firm will hold all replies confidential. Box 647, BROADCASTING.

Writer, commercial announcements and programs wanted for permanent position on well established and growing station, midwest. State experience and salary; also samples first letter. Box 670, BROADCASTING.

Technician wanted—College graduate install and maintain wired-wireless station, midwestern college. Recording. Teach control room techniques. Salary, $3300, 12 months. Send photo, references, biographical data. Box 699, BROADCASTING.

New daytime radio station—located in medium size New England city is looking for a program director. Please state experience and salary requirements in first letter. Box 710, BROADCASTING.

STATION OWNERS

Two network and agency trained radio men, each with fifteen years experience in New York market, and currently employed there, are interested in operating station on participation basis. Working as a team, combination offers sales, production, scripting, news, publicity experience plus exceptional contacts. Because both believe that the future of radio lies in the strengthened program activity of individual stations and because they believe radio outside New York City offers the most stimulating field for commercial and public service program ideas, these two men can assure enlightened and profitable operation.

BOX 777, BROADCASTING

A-1 Program-Production Man
Available to progressive broadcaster

Alert idea man. Outstanding showmanship. Audience builder. 10 years solid background with two NBC 5 kw's & CBS 50 kw. Fine sales personality. Stable family man.

Box 749, BROADCASTING.

I HATE ADVERTISING AGENCIES

Vet, 26, single, has read "The Hucksters". Employed in agency as Acct. Exec. for National firm. Member Radio Writer's Guild. Have *poor* radio voice. Desire to be Disc Jockey and do continuity. No transcription available and none contemplated. Prefer So. California area but will move as far north as Vladivostok. Box 747, BROADCASTING.

***The* SCHOOL *of* RADIO TECHNIQUE**

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America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Help Wanted (Cont'd)

Continuity writer—Experienced. Excellent opportunity with new station, midwest city. Box 713, BROADCASTING.

Experienced time salesman—Midwest, metropolitan market, good salary plus commission, new station with accounts unassigned. Give full story in first letter, photo if available. Experienced men only, Box 714, BROADCASTING

Commerical manager—$75.00 per week plus commission override. New midwest station, metropolitan area only experienced men, now engaged in business, give full story first letter. Box 718, BROADCASTING.

Interested in a connection with a future? AM applicant for 250w station in southwest. So sure of securing grant that I am interested in contacting prospective personnel. When established station will be modern and progressive with a definite future for it and for you. Interested in ex-servicemen with radio experience. Give qualifications, background and experience. Replies will be held in confidence. Box 721, BROADCASTING.

Operator, first class—Texas station. Give qualifications. Box 743, BROADCASTING.

Applicant for 1000 watt station in southwestern town of 22,000 seeks applications from prospective managers. Would like experienced man who, if and when granted CP, could move in and take charge, get station erected and then manage. All applications answered if you send photo, full experience record and recommendations. Write Box 755, BROADCASTING.

First class operator-announcer wanted by progressive 250 watt network station in wide awake southern city. Give all information in first letter. Box 757, BROADCASTING.

Wanted—Announcer who can capably handle newscasts. 5 kw southwestern station. Guarantee salary and talent fees $70.00 weekly, with possibility of earning more. Box 758, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

KMBC of Kansas City's continuity editor leaves to become a program director. How would you like to head up his department of five? Send full personal data and background.

Announcers, engineers, managers! Read "Radio Jobs" for list of positions open throughout country. Published weekly. Send for free sample copy. Radio Jobs, 545 Fifth Ave., New York, N. Y.

Wanted—Two announcers capable of handling play by play football. Permanent. Excellent opportunity for advancement. Give full details and salary expected in first letter. WTJS, Jackson, Tennessee.

Wanted—Announcers, engineers, program and production men, salesmen. New station opening September 15. Union City, Tennessee. Excellent opportunity for right men. Give complete details first letter. A. B. Robinson. P. O. Box 309, Jackson, Tennessee.

KMBC of Kansas City has opening for good announcer. Send details of experience and education with transcription to Chief Announcer.

New Georgia station wants two first class operators. No experience necessary. Transmitter watch only. WBHF, Cartersville, Georgia.

Wanted—Commercial manager, experienced in selling in communities of 15,000 for new local. Also 2 announcers. State salary and experience in first letter. Audition disc would help. Write Box 11, Lock Haven, Pennsylvania.

Wanted—Operator with first class license. No previous experience necessary. WSYB, Rutland, Vt.

Wanted—Engineer with first class ticket on growing network station. Salary $45.00 for 42 hour week with chance for advancement for right party. KSAM, Huntsville, Texas.

Help Wanted (Cont'd)

Wanted—Announcer with first class license. Starting pay $50.00 per week. Send us an audition disc. WRLD, West Point, Georgia.

Openings — Engineer — Announcers, sportscasters, disc jockeys. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.

Wanted—One first class radio telephone operator for transmitter operation, at present 1 kw expecting shortly to operate at 5 kw. Apply Wilbur Albee, Chief Engineer, Radio Station WCSC, Charleston, S. C.

Wanted—Experienced copywriter either man or woman. Apply John M. Rivers, Manager, Radio Station WCSC, Charleston, S. C.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Combination engineers-announcers with first class license for new station. Rush transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Wanted—Announcer with first class radio telephone license. For person who can meet our high announcerial standards here is an exceptional opportunity to gain unusual showmanship experience in smart local production and network programming. If you think you can qualify and want to be associated with one of America's most alert stations reply in detail to Robert W. Dumm, Prog. Dir., KXOA, Sacramento, Calif.

Wanted — Combination operator-announcer with first class license for new two fifty watt NBC station PD. Send snapshot, qualifications, past experience and salary to radio KIST, Santa Barbara, California.

Excellent opportunity for sales manager in California's finest residential community. Established 1000 watt station, 34,500 radio home coverage, newspaper affiliation. Radio sales experience necessary. Write KTMS, Santa Barbara.

Wanted—experienced announcer. Send transcription and biographical material. WDRC, Hartford 4.

Continuity writer for 5000 watt NBC affiliate south-Atlantic state. Please give fullest background first letter. Box 770, BROADCASTING.

Announcer—First class ticket, exceptional opportunity with progressive, top audience, station. Good staff, fine town, good salary, permanent to the right man. Contact us at KICD, Spencer, Iowa.

Wanted—Experienced announcer with first class ticket. $40.00 per week. Address reply Box 640, BROADCASTING.

Wanted—Chief engineer with ticket for recently granted 5 kw day station with full time and FM ambitions. In southeast and prefer engineer familiar that section. Should be capable assist installation. Good opportunity for man willing to work. Address complete qualifications, personal data including ideas of pay, and availability to Box 775, BROADCASTING.

Situations Wanted

Commercial manager available—excellent sales promotion, special events. Can handle managerial. Age 42. Married, family. Would like new station. Go anywhere. Box 776, BROADCASTING.

Situations Wanted (Cont'd)

Experienced manager—former station owner, wants managerial position, prefer south or west. Box 662, BROADCASTING.

Veteran—age 21, single. Anxious to get started in radio after 2½ years Army. Now attending nationally recognized college studying professional radio course. Interested in announcing and acting. Highest character recommendations. Want 5000 watt or under. Can send recording of abilities. Capable, dependable. Box 696, BROADCASTING.

Chief engineer and transmitter supervisor available soon. Both wish to locate in California and preferably same station. Experienced construction, maintenance, operation of both AM and FM stations. Capable of consulting work. Please give details stating salary. Box 709, BROADCASTING.

Radio executives. Certainly you can find a spot on your staff for a spunky sincere capable 30 year old veteran with six years reporting, publicity, advertising and writing under his belt. Edited NYU papers. Sparked with initiative. Loaded with energy. Let's talk it over. Box 726, BROADCASTING.

I Believe a Radio Station Should Take in More Than It Spends

—and that belief can be transferred to your station, Mister Owner. I have proven my managerial ability in a major market against keen competition. I know radio and I know people. That combination plus a love for hardwork is going to run some lethargic station into a profitable operation—or if profit-making now —MORE profitable. I have the evidence and witnesses to prove my statements. I will be available, by my own choice, on September 25th. Don't be fearful of answering. I am not on your staff now.

Box 750, BROADCASTING.

ENGINEERS AND CONTROL OPERATORS

50,000 watt station in southwest U. S. can use experienced control room and transmitter operators. Only experienced, dependable, capable men need apply. Send details on experience and minimum acceptable weekly or hourly pay to Box 748, BROADCASTING.

Voice polished—network quality. Five years extensive radio training. Desire job with big-time network affiliate with opportunity for spot on network show if possible. Excel in news and poetry. A-1 commercial announcer. Record on request. Box 702, BROADCASTING.

FOR SALE

1—Raditone 16" transcription chassis—$1.00.
6—Duotone—Van Epps cutting heads, 500 ohms—$100 each.
1—Presto 75-B recorder—$351.
1—Presto 87-B recorder for rack mounting—$250.
1—Altec Lansing 255-A recording amplifier—$300.
2—Gates 2716 lateral pickups, equalizers and pre-amplifiers—pair, complete—$255.
1—RCA OP-5 remote amplifier—$275.
BOX 769, BROADCASTING.

RECORDING STUDIOS
FOR SALE

One of the finest setups in the east complete with new 1946 Presto equipment and modern studios is offered for sale.

BOX 772, BROADCASTING

Situations Wanted (Cont'd)

Versatile veteran—25, announcer-director before the war. Recently completed extensive "refresher" in radio and television. Now ready to continue career. Box 728, BROADCASTING.

Beginner—but extraordinarily talented beginner, wants job announcing. Background includes college degree, familiarity with almost all European languages, intimate knowledge music and most sports. Has written, acted, sung, entertained. All auditions so far good, very good or extremely good. Veteran, 32 years old, good appearance, settled but not stodgy. Moderate salary requirements to start. Confident that any employer's faith in me now will pay substantial dividends later. Anywhere in U. S. Box 729, BROADCASTING.

Veteran—Married, 1st phone, 2nd telegraph, 4 years broadcast experience, desires on-the-job training FM, television. Southern California. Box 734, BROADCASTING.

Announcer. Hollywood announcer training. Musician, conservatory graduate. New England summer theatre player. Marine Corps special-service in radio programming and announcing. Married. Will consider G. I. training bill. Box 738, BROADCASTING.

If your plans for progress call for an experienced, conscientious radio man who knows responsibility, let's get together. Can guarantee results in promotion, program, continuity, or sales department. Write Box 739, BROADCASTING.

Experienced radioman seeks change. Announcer, copy, program, music. Box 740, BROADCASTING.

Station manager—Interested in managing and purchasing interest in local or regional outlet. Thoroughly experienced. Box 741, BROADCASTING.

Radio engineer seeks association with existing or proposed AM or FM station as chief or assistant chief engineer, or chief operator. Extensive experience in the design, construction, and testing of AM and FM transmitters and associated equipment; two months small station experience. College graduate with first class license. Available on ten days' notice; all replies acknowledged. Box 742, BROADCASTING.

Program director—veteran. Top man with copy, production, traffic. To manage and build well integrated staff. Communicate: Box 744, BROADCASTING.

Commercial manager—Twelve years in present position, with excellent record of results and earnings. Prolific in ideas and showmanship and a believer in aggressive programming and local production. Desire change because station is changing ownership. Box 745, BROADCASTING.

Studio control operator—Experienced; capable of handling remotes and network feeds. Single, 32, ambitious, dependable. Good references. Also interested in position of staff photographer or work with publicity department. Box 746, BROADCASTING.

Announcing "morning show"—Different, successful, years experience. No "peanut whistles" answer. Box 751, BROADCASTING.

Announcer—27, married, veteran, can handle sports announcing and newscasting. Thorough knowledge of sports, with actual competition in football, baseball and basketball. Two years experience in A.A.F. radio as announcer and actor. Desire opportunity to prove my ability. Box 752, BROADCASTING.

Qualified radio announcer—Actor, continuity writer, director and producer; exp.: small stations in Chicago area and Army network stations in States and CBI theatre; sober, intelligent, resourceful and idealistic; vet just released; desire position anywhere in U. S.—midwest preferred; will travel. Box 753, BROADCASTING.

Salesman, experienced, single. Will go any place opportunity beckons, altho prefer west. Salary and comm. Can write, program or broadcast. Box 754, BROADCASTING.

Engineer—Desires position as chief in small station or operator in a larger station. First 'phone, second telegraph licenses. 2½ years' experience, sober, reliable, single, available two weeks. All details first letter. Box 756, BROADCASTING.

Announcer—4 years experience. Special events, news, play by play and audience participation, desires good spot in California, Florida or large southern outlet. Also has wide promotion experience. Box 759, BROADCASTING.

Situations Wanted (Cont'd)

With fair trial must more than satisfy or wages returned. Anxious to get apprenticeship start in continuity or sales and announcing, with or without G.I. Bill. Northwestern U. grad., age 21, vet. Service, amateur, semi-professional MC, comedy, dramatic experience. Ambition, ability, personality, intelligence, neat appearance, flair for writing. Recording and references. Travel anywhere. Box 760, BROADCASTING.

Announcer, Special Service veteran, 21, wants job with future at station anywhere. Eight months Army radio: announcing, writing, production. Versatile. Drama background, several stations. College radio courses. Box 761, BROADCASTING.

Teacher—Experienced, speech, radio. Several years varied commercial radio. Want college connection, public service. Develop workshop. BA, MA. Wisconsin. Box 763, BROADCASTING.

Announcer with ability—Looking for station with opportunity. Veteran, college degree. Graduate New York announcer's school. Six months experience. Conscientious, with excellent references. Will prove asset to your organization. Box 764, BROADCASTING.

Nine years' experience — Production, programming, announcing, scripting, and continuity. Ex-Army officer, radio PRO, ex-manager AFN station. Seeks post with future. Box 765, BROADCASTING.

Announcer—Continuity, college grad, 4½ years commercial experience, vet, 24, married. Salable program ideas. Transcription, continuity, photo available. Box 766, BROADCASTING.

Announcer—Five years' experience, college graduate, veteran, 25, married, references. Disc, photo. Box 767, BROADCASTING.

Announcer—Newscaster, veteran, 30, married. Experienced handling disc jockey shows, control board. Excellent voice with good selling appeal. Currently employed in static organization. Desire immediate change. Box 768, BROADCASTING.

Announcer—Ex G.I. Young, single, leading radio school training, no experience. Reliable, ambitious, conscientious. Looking for a "break." J. F. Greco, 637 Hemlock St., Scranton, Penna.

Engineer-announcer—Thirteen years experience including employment as manager, chief engineer, program director. Can fill any position. 2711 Ralston Road, Mobile, Alabama.

Combination announcer - continuity writer, specializing in women's feature shows. Thorough knowledge of music. Conservatory graduate. Veteran of Marine Corps Women's Reserve. Understands small station operations. Transcription furnished on request. West Coast preferred. Terry Campbell, 1723 South Bronson Ave., Los Angeles 6, Calif.

Announcer-writer. Will accept G. I. training bill if desired. College, London, Eng. Radio announcer training on west coast. West Indies newspaper feature reporter. Announcer-writer on daily, Army radio show. Field correspondent for Army newspaper service. Married. Highest recommendations. Robert C. Whiteley, Jr., 312-16 St., Santa Monica, Calif.

12 years engineer with 5 kw station. Also 50 kw experience. Plus 5 years diversified; sales engineering, research, instructing, film recording, broadcast application consultant. Excellent references. Married, 37, consider anything permanent. L. Grant, 24 Gill Road, Waverly, Mass.

Announcer—Will go anywhere. Veteran eager to learn. Wide knowledge of recordings. Transcription available. Harry Paley, 1970 Vyse Avenue, Bronx 60, New York.

Veteran—former AFRS engineer wants position with fair size station. Has first class license, either installation and maintenance or operating. Single, prefer middlewest or west, state pay. Joseph J. Kresnicka, Plano, Illinois.

Available—Qualified announcers, salesmen, producers, Radio's Reliable Resources, Box 413, Philadelphia.

Announcer — veteran. AFRS Saipan. Young, ambitious, intelligent. Continuity, disc jockey. Looking for opportunity with small station. Will travel. William Ryan, Jr., 518 78th Street, Brooklyn 9, New York.

Two young vets anxious for start in radio. Schooling in radio technique and announcing. Willing to travel. Accept on-the-job training in any phase of radio. Available immediately. Robert Schneider, 227 S. Second St., Brooklyn 11, N. Y.

Situations Wanted (Cont'd)

Announcer. Dependable. Knows control board operation, newscasting, general announcing. Very interested in newscasting and sportscasting. Will work under G.I. Bill of Rights if desired. Married. 2 children. Age 26, doesn't drink. John Robertson, 3855 W. Rosecrans Ave., Hawthorne, Calif.

More than a timebuyer—If you're looking for someone with experience in estimates, contracts, traffic, transcriptions as well as network and spot buying, I'd like an interview. Six years experience on large national account with a medium sized agency. I may be the answer to one of your major personnel problems. Gender—female. Box 773, BROADCASTING.

Veteran top announcer—5 full years sustaining, military and commercial experience staff and chief announcer, program director. 29. AM-FM experience. College. Loyal, organization-minded. Excellent network references. Box 771, BROADCASTING.

Wanted to Buy

Three-phase transformer with reactor to deliver 8000 volts rectified DC from 4 to 10 Amps. Box 568, BROADCASTING.

Two insulated, guyed or self-supporting vertical radiators 225 ft. or a little higher. Box 569, BROADCASTING.

Wanted for immediate use—1 kw transmitting equipment in good condition. Jose Laris Iturbide, Madero Oriente 233, Morelia, Michoacan, Mexico.

Radio station preferably but not necessarily with network affiliation. Replies strictly confidential. Box 626, BROADCASTING.

Would like to buy a 5000 watt broadcasting transmitter. Preferably one of the well-known makes, not over three years old. State price and condition. Box 653, BROADCASTING.

Equipment for 1 kw AM station, complete or separate components, from mikes to tower (minimum 300'). Include price and description of condition. Box 711, BROADCASTING.

Have bright idea for sustaining, public service or commercial program? Will pay $10 for sustaining, $25 for commercial program ideas accepted. Send them along. Box 719, BROADCASTING.

Wanted to Buy (Cont'd.)

Self-supporting antenna 275 to 350 feet. Must be complete and not wrecked. J. B. Fuqua, Radio Station WGAC, Augusta, Ga.

For Sale

For sale—One tubular vertical Harrel 165 foot antenna guyed type available about Nov. 1st. Joe Spring, WASK, Lafayette, Indiana.

New 250 watt transmitter—Complete with tubes. Unusually well built, modernistic cabinet. Meets FCC requirements. 2711 Ralston Road, Mobile, Alabama.

FM receiver—40-50 mc. General Electric JFM-90 perfect condition $55. WBRW, Welch, W. Va.

Highest bidder takes used 250 watt broadcast transmitter. Fully FCC approved. Chief Engineer, KFLW, Klamath Falls, Oregon.

One (1) kilowatt Kluge Linear Amplifier—Immediate delivery, new. $3,000.00. Radio Engineering Company, 1355 Market Street, San Francisco. Market 8171.

Broadcast equipment, all brand new and in original cartons. One 250 watt Tempco transmitter, one speech control console, one ten watt monitor amplifier, two transcription turntables, two pickup arms. J. W. Birdwell, 1407 Kenesaw Ave., Knoxville, Tennessee.

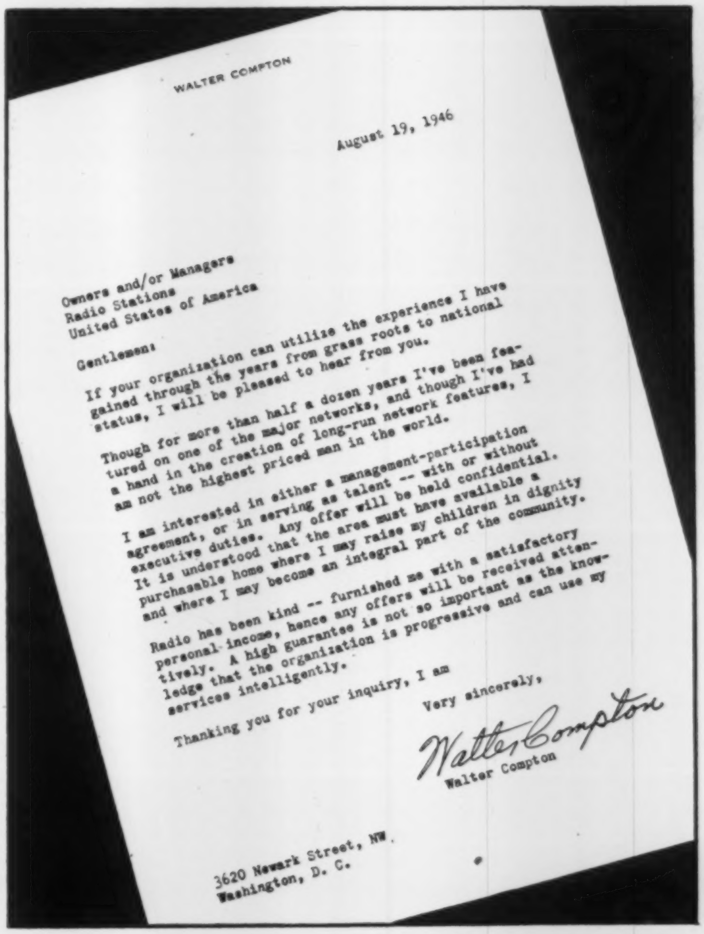
Receiver—HRO-5T, all new, frequency range of 50 to 430 kcs, and 480 to 30,000 kcs. Includes 9 bands with 9 coil sets. Complete with tubes including a spare set, two power supplies one 6 volts D. C. input and other 110/220 volt A. C. including complete spare parts with tubes. Price $275 complete. Box 774, BROADCASTING.

Miscellaneous

Disc jockey's comedy material. Box 493, BROADCASTING.

Newsman has $5,000 for active investment eastern radio station Box 650, BROADCASTING.

Radio engineer has $5,000 for active investment in broadcast station. Box 724, BROADCASTING.



WALTER COMPTON

August 19, 1946

Owners and/or Managers
Radio Stations
United States of America

Gentlemen:

If your organization can utilize the experience I have gained through the years from grass roots to national status, I will be pleased to hear from you.

Though for more than half a dozen years I've been featured on one of the major networks, and though I've had a hand in the creation of long-run network features, I am not the highest priced man in the world.

I am interested in either a management-participation agreement, or in serving as talent -- with or without executive duties. Any offer will be held confidential. It is understood that the area must have available a purchasable home where I may raise my children in dignity and where I may become an integral part of the community.

Radio has been kind -- furnished me with a satisfactory personal income, hence any offers will be received attentively. A high guarantee is not so important as the knowledge that the organization is progressive and can use my services intelligently.

Thanking you for your inquiry, I am

Very sincerely,

Walter Compton
Walter Compton

3620 Newark Street, NW.
Washington, D. C.

War Dept. Clarifies Leave Pay by Radio

TO CLARIFY terms of the enlisted men's terminal leave bill, Radio Section, War Dept. Public Relations, sent out four and a half minute script—each one differently worded—to AP, UP, INS, and Transradio for transmission on their wires to radio stations, following the President's signature of the bill.

Cooperating with the War Dept., the NAB sent out an alert bulletin to all stations explaining use of the scripts, and explaining that it was a joint operation of all services, with the Army acting as agent. Immediately upon the President's signing the bill last Friday, a nine and a half minute script was sent out to stations, further explaining to veterans how the bill affected them and what action they should take. Stanley Field, Radio Section writer, prepared the scripts.

Panels Scheduled

TEN PANEL sessions have been scheduled for the second television conference of Television Broadcasters Assn. to be held Oct. 10-11 at the Waldorf-Astoria, New York, according to Ralph B. Austrian, president, RKO Television Corp., and general chairman of the conference. Convention agenda includes four panels on programming live studio shows, films, remotes and commercials; two panels on station management; two on receiver sales; one on television and education; one on press promotion.

Westinghouse Stock

TO COMPLETE a $132,000,000 plant expansion and rearrangement program, Westinghouse Electric Corp. last week registered a stock issue representing about $40,000,000 and a new issue of $30,000,000 debentures. Later in the year the company expects to offer $50,000,000 of additional preferred stock, subject to approval by stockholders. The issues are also being made to satisfy an increased need for working capital resulting from unprecedented peacetime production, said Gwilym A. Price, president.

Name Changed

IVEY & ELLINGTON, New York, effective Aug. 15 changed firm name to Ellington & Co. Inc. Change was made following purchase by the directors of interest of Neal D. Ivey. Jesse T. Ellington continues as president together with following officers: Vice presidents and directors, Theodore S. Strong, Thomas M. Keresey, Hyland L. Hodgson, Charles R. Marshall; treasurer, W. E. Ether.

Fire Control Series

KEX Portland, Ore., is carrying a series on danger of forest fires in the Northwest. Stewart Holbrook writes and narrates programs, each telling story of one fire.

Melting Snow

GENE KELLY, m. c. of *P.M. Party*, afternoon audience-participation show on WIBC Indianapolis, offered a ticket good for reducing at an Indianapolis Turkish bath emporium, called for volunteers, ticket going to woman who could prove she needed reducing. Three chubby women stepped forward. Mr. Kelly chose the heaviest, escorted her to the microphone, presented her with the ticket, remarking: ". . . and I hope you melt plenty. What's your name?" She replied: "Mrs. Anna Snow."

Sale of KFBB to Birch Gets Approval of FCC

SALE OF KFBB Great Falls, Mont. 5 kw CBS affiliate, to Fred Birch, head of a construction company and civic leader of Great Falls, was approved by FCC Aug 15. Purchase price was $299,600, representing all outstanding capital stock. Former owner of Buttrey Broadcast Co., the licensee, was F. A. Buttrey, a chain food store operator.

Action was taken by a board composed of Acting Chairman Charles R. Denny Jr. and Comrs. C. J. Durr and Ray C. Wakefield. Station operates on 1310 kc. It has Weed, Standard, Thesaurus and United Press services.

Block to KFWB

MARTIN BLOCK, WNEW New York disc turner, will take his *Make-Believe Ballroom* record show to KFWB Hollywood, but not until Jan. 1, 1948. Signing of long term contract was confirmed Aug. 14 by Harry Maizlish, KFWB general manager. Contract calls for $1,500 weekly with maximum of $6,000. Mr. Block late this fall is to form Martin Block Enterprises which will sell his show transcribed nationally. He plans to transcribe his show for WNEW for another four years, cutting discs at his new home in Encino, Calif., and flying complete shows east. Mr. Maizlish stated that addition of Mr. Block to KFWB staff in no way affects status of Bill Anson, Chicago disc m.c. who recently joined station.

WRAL-FM to Start

WRAL-FM Raleigh, N. C., will begin daily broadcasting Sept. 1, carrying quality music programs and BBC North American features, Fred Fletcher, station manager, announced last week. First test broadcast of the 1 kw transmitter, located on the site of the WRAL transmitter on the outskirts of Raleigh, featured a beauty contest. Frequency is 95.3 mc. More than 100 FM sets are now in use in the area, and dealers report increased demand.

Owners Ask Immediate Grant to Move WBYN

PETITION asking immediate grant of the application of North Jersey Radio Inc., *Newark Evening News* subsidiary which bought WBYN Brooklyn last October, to move the station to Newark and increase from 1 to 5 kw on 1430 kc, was filed with the FCC last week by Dow, Lohnes & Albertson, counsel for North Jersey. Hearing on the transfer application was held July 15 by the Commission at which time American Civil Liberties Union failed to appear in support of a previous protest against the shift to Newark.

Application of Chanticleer Broadcasting Co. for a 250 w station on 1450 kc at New Brunswick, N. J., originally had been set for joint hearing with the WBYN shift but Chanticleer received a CP prior to the hearing.

Farnsworth to Market New Signaling Devices

FARNSWORTH Television and Radio Corp., Fort Wayne, Ind., whose operations are now approaching normal, plans the marketing of mobile communication electronic equipment such as railway and highway signaling devices, it was reported last week.

In addition to paying off its regulation V-loan borrowings last year, the company bought a plant at Huntington, Ind., and completed construction of new studio facilities for its radio station WGL Fort Wayne, now fitted with an eye to television and FM broadcasts. Application for commercial television license for Fort Wayne area is contemplated. Although earnings in latest fiscal year dropped to 29 cents a capital share from 63 cents, firm is expected to improve earnings soon.

NAB Men to Mexico

NAB will be represented at the Inter-American Radio Congress starting Sept. 30 at Mexico City, in line with recommendation by the Board of Directors at its Estes Park meeting Aug. 6-8, [BROADCASTING, Aug. 12]. Named by President Justin Miller to represent the association were Campbell Arnoux, WTAR Norfolk, 4th District director, and Hugh A. L. Halff, WOAI San Antonio, former 13th District director. They will attend as observers, making no commitments on behalf of the association.

Continental Replaces

CONTINENTAL BAKING Co., New York, Sept. 30 drops *Bachelor's Children* and replaces it with a new show called *Grand Slam* featuring Irene Beasley in a song quiz format Mon. through Fri. 11:30-11:45 a. m. on CBS. Agency is Ted Bates Inc., New York [BROADCASTING, Aug. 12].

FOWLE RETURNS

CBS Commentator Will Report on Russia

FARNSWORTH FOWLE, CBS correspondent in Moscow for the past 14 months, has returned to the U. S. to broadcast a special series of reports on "What's Going On in Russia?"

In a recent broadcast from London, his first uncensored report in more than 14 months, Mr. Fowle described present Russian censorship as more restricting than that which prevailed during the war.

"If anything," he said, "as far as a foreign correspondent is concerned, there has been a change for the worse. You can't even argue with the censors." Mr. Fowle's reports will be heard nightly 6:15-6:30 p.m. Aug. 19 through Aug. 23.

Fulton Is WGST Head; Gaither Shifts to WSB

JOHN FULTON, with WGST Atlanta, Ga., for 11 years, has been appointed general manager of the station. Previously WGST has been operating under co-managership of Mr. Fulton and Frank Gaither. Latter has resigned to become comericial manager of WSB that city effective Sept. 1.

Other WGST promotions include that of Jack Kelly to program director and Don Naylor to production manager and chief of continuity. Both have been with the station for 10 years. Mr. Gaither succeeds Bob Pollock at WSB.

Forms Disc Firm

NORMAN FURMAN, president of Furman & Feiner, New York, has formed a new transcription company to be known as Orodel Radio Features at 117 W. 46th St., New York. Mr. Furman will continue as president of the advertising agency as well as of new firm. Other members of Orodel include John O'Rourke, writer and producer, Dr. Angelo de Eloia and Harry Rose, both new to radio. Company has recorded series quarter hour shows called *Baby Days* which features dramatizations on children's problems and their cures.

5000 WATTS DAY AND NIGHT

KGER'S FEATURE FOLKS

Hal Shideler, *Sports Editor*

For Availabilities, see
Jos. H. McGillvra, Inc.

Long Beach-Los Angeles

KGER
OWNED by MERWIN DOBYNS

Weathercasts

WEATHERCASTS of the St. Louis area start today (Aug. 19) on KXOK, with direct hourly reports of specific weather data from two veteran meteorologists now on the staff of KXOK. Reports, as prepared by Earl C. Kindle, ex AAF meteorologist, and Charles K. Reynolds, former Marine Corps and AAF weatherman, will be sent to KXOK via tape recorder. Weathercasts will predict the hour at which rain will fall, duration of rain, gustiness of winds, imminence of frost, snow, etc. There is also to be a special "week-end" report on Friday. Specialized information will also be given for industries, farmers, sports and other fields.

WIND Sports

WIND Chicago will carry heaviest football schedule in its history with three broadcasts weekly during the season. In professional league WIND will broadcast all home games of the Chicago Bears starting Sept. 29 under sponsorship of Atlas Brewing Co., through Olian Adv., Chicago, and Chicago Rockets starting Sept 13. Latter games will be played at night and time has been purchased by the club with an option for commercial sponsorship. WIND also will carry both at-home and out-of-town Northwestern U. grid contests, sponsored by LaSalle Hat Co. through McCann-Erickson, Chicago. First broadcast is set for Oct. 5

Bus Report Adopted

FINAL REPORT granting National Bus Communications' petition asking that certain frequencies be made available exclusively for intercity bus communications was announced by FCC last Monday, the exact number of frequencies to be determined after further hearing. Meanwhile, the Commission will continue to issue licenses on an experimental basis. The final report deleted certain portions of the proposed report dealing with comparative costs because FCC felt the evidence on that point was inconclusive and not necessary in making a decision on the petition, but no changes were made in the proposed report's conclusions [BROADCASTING, July 15].

WNEW Moves

WNEW New York, Aug. 23 moves to new quarters, 565 Fifth Ave., New York, giving station more than twice space formerly occupied at 501 Madison Ave. Broadcasting from new studios begins one second past midnight, Aug. 24, with no interruption in station's operations during moving process.

WHUM READING, PA. GOES ON AIR SEPT. 1

WHUM Reading, Pa., a basic Mutual station, will go on the air Sept. 1, Robert G. Magee, vice president and general manager, announced Friday.

Eastern Broadcasting Co. is licensee of the station, which will operate on 1240 kc with 250 w. Studios are in the Berkshire Hotel. Program director is Robert S. Reider, formerly in public relations with the Chicago district of the Coast Guard. Bernard G. Beck, who has been with several eastern stations and recently with McNary & Wrathall, consulting engineers, is chief engineer.

Mr. Magee, at present also serving as commercial manager, entered radio in 1931 as an entertainer and announcer with WRAW Reading, after leaving a Broadway musical comedy. He was commercial manager of both WRAW and WEEU Reading from 1940 to 1942, and became assistant station manager of WEEU in the latter year. He served in London with the OWI as a program operational supervisor. Mr. Magee is the son of a former National League baseball player, Sherwood Magee.

Vallee to Return

RUDY VALLEE is to return to air on NBC Tues. 8-8:30 p.m. EST time sponsored by Philip Morris & Co. and replacing *Philip Morris Follies*. Contract is to be signed early this week following Hollywood arrival of Milton Biow, head of New York agency, The Biow Co., which handles account.

Andrew H. Hilgartner

ANDREW H. HILGARTNER, 55, director of national sales of WFBR Baltimore, died Aug. 14 in Union Memorial Hospital as result of a stroke suffered last Monday. Before joining WFBR in June 1942, Mr. Hilgartner was head of a marble company which he still maintained.

An Ace!

JON DUFFY, announcer of KUTA Salt Lake City, stood on the edge of Number 6 green during a golf tournament Aug. 11 broadcasting the progress of a 200-yard drive rolling across the green toward the pin. Calm-voiced for fear of an anticlimax Mr. Duffy reported on the ball as it rolled right up to the edge of the cup—and dropped in. It was the first hole-in-one in the tourney, and KUTA thinks it may be the first ever broadcast. Golfer who scored the ace was Chub Utter, former Utah U. football star.

Set Prices Raised

RETAIL prices of medium and high-priced radio receivers were increased an average of 3% by the OPA last Thursday [BROADCASTING, Aug. 5]. Prices were adjusted under requirements of the OPA Extension Act. The order puts into effect retail discount rates prevailing March 31, 1946, effective Aug. 19. Manufacturer's prices are not affected. Price formulas are set up for manufacturers selling sets without tubes, preventing distributors or retailers from using this device to raise prices above regular levels.

Electronic Items Lagging In War Surplus Sales

SALE of electronics and communications items from war surplus stocks run well behind the rate of acquisitions from the armed services, the War Assets Administration announced Aug. 8 in its quarterly report to Congress. Rate of disposal by industry agents, who handle sale of electronics items through contracts with WAA, is expected to increase as more complete information concerning evaluation and pricing establishes salability of surplus.

New policies governing sale of surplus to veterans and educational institutions have been initiated, according to the report, giving them lists of items in heavy demand on a priority basis.

Acquisitions of communication and electronics equipment totaled $455,000,000 at the end of May, with disposals reaching $51,900,000. Since May the disposals approximately doubled.

Phone Recorders

RECORDING of interstate and foreign toll telephone conversations would be permitted by the FCC under a proposed rule affecting telephone tariff rates. Holding that "there exists a real need and demand" for telephone recorders, the Commission proposed that such service be authorized provided that adequate notice be given to all parties that conversations are being recorded and that telephone subscribers using recorders be listed in directories with asterisks. The FCC fixed Sept. 20 as deadline for filing objections to its proposed report. Under present Bell Telephone Co. regulations recorders are prohibited, although some 20,000 are in use by Government agencies and business firms.

Meeker to West Coast

ROBERT D. C. MEEKER, general manager of Radio Advertising Co., station representative, flew to the West Coast Friday to complete organization of his company's Hollywood and San Francisco offices. On his return trip he will spend a few days in Chicago RAC office.

Now!

GREATER POWER

BETTER SERVICE

NOW OPERATING ON 5000 WATTS

STILL 590 ON YOUR DIAL

KTBC CBS

AUSTIN TEXAS

KTBC
AUSTIN
PENETRATING THE
Heart of Texas
5000 WATTS DAY • 590 KC

KTBC gives you unmatched coverage of this rich, responsive market in the Heart of Texas—plus outstanding listener rating and super programming at all hours! A buy worthy of your consideration!

REPRESENTED BY

TAYLOR HOWE SNOWDEN Radio Sales

Ninth FM Outlet in D.C. Given WWDC

Eight Proposed Grants Also Made Final By FCC

FCC AWARDED Washington's ninth FM channel to WWDC Washington last week, denied Chesapeake Broadcasting Co.'s application and made final its proposed grants to eight other applicants [BROADCASTING, June 10]. Under the FM reservation plan, the two remaining channels will be withheld from assignment until June 30, 1947.

In the final decision, announced Monday, the Commission again questioned the legality of one WWDC program *(Tello-Test)*, a prize give-away show. It held, however, that the station's application should not be denied on this basis because (1) "a number" of other stations carry the same program, and (2) WWDC has promised to discontinue it if FCC or the courts hold it illegal.

"The Commission is now engaged in a study to determine the legality of programs of this type," the decision asserted. WWDC reported at the oral argument [BROADCASTING, Aug. 5] that *Tello-Test* is carried by 39 stations and maintained, along with the show's owners, that the program "in no way" violates the law.

FCC also noted that race results now are not carried on WWDC's *All Sports Parade* for an hour after the races are run. Possibility that bookies used the broadcast results to pay off on races had been suggested at the March hearing.

Attorneys for Chesapeake Broadcasting Co., only remaining applicant which received no grant, indicated they had not decided whether to appeal from the denial of their application. During the oral argument they said they were competing only for the ninth channel, not for one of the eight for which proposed grants had been issued. The company is owned by Washington businessmen.

Policy Variations

Denying Chesapeake's application, FCC called attention to conflicts in testimony, "difference of viewpoint" among directors regarding some policy matters, and indications that controlling stockholders' primary interest "is to serve a local section of the Washington area" even though the service area would include the entire metropolitan district.

"Moreover," the decision said, "the availability of the applicant's general manager is left uncertain." Henry V. Seay, former WOL Washington commercial manager, testified he would assume duties immediately if Chesapeake's AM application is granted but would not take charge of the FM operation until "enough" receivers are available—when about 50,000 listeners could hear FM, he estimated.

WWDC was assigned 100.9 mc (Channel 265) with 20 kw effective radiated power and antenna height of 500 feet above average terrain.

Except for WINX Washington, which proposed a new location and had not submitted engineering data for the new site, channel assignments for the eight proposed grantees were not changed in the final decision. The grantees, assignments (power is effective radiated power, and antenna height is height above average terrain), and highlights of plans:

Commercial Radio Equipment Co., licensee of KOZY Kansas City, Mo. (FM) and W3XL Washington, experimental FM; owned by Everett L. Dillard.—Channel 267, 101.3 mc, 20 kw, 500 ft. To operate six hours daily at first, increasing to 18 hours. Construction cost: $42,750; operating: $2,400 monthly.

Cowles Broadcasting Co. (WOL Washington)—Channel 263, 100.5 mc, 20 kw, 350 ft. To duplicate WOL programs, operating 19 hours daily. Construction cost: $458,191 for FM and improvements on AM; FM operating: $2,000 monthly.

NBC (WRC Washington)—Channel 233, 94.5 mc, 20 kw, 490 ft. To duplicate WRC programs, initially without extra charge to advertisers; WRC operates 19½ hours daily; 17½ hours Sundays. Construction cost: $88,500 excluding antenna; operating: $3,000 monthly.

Metropolitan Broadcasting Co., owned by 75 Washington area business and professional people; daytime AM grantee (WASH).—Channel 269, 101.7 mc, 20 kw, 500 ft. To operate six hours daily at outset, duplicating part of AM programs; ultimately operate 17 hours daily. Construction cost: $42,750; operating: $2,500 monthly.

Potomac Broadcasting Cooperative, owned by D. C. area cooperatives.—Channel 227, 93.3 mc, 20 kw, 495 ft. Operate seven hours daily at first, 12 hours ultimately; earnings above 6% dividends to be spent on station and program improvements. Construction cost: $45,000; Operating; $1,600 monthly at seven hours a day.

Evening Star Broadcasting Co. (WMAL Washington; Evening Star).—Channel 231, 94.1 mc, 20 kw, 500 ft. Operate 14 hours daily, duplicating most WMAL programs; would make extra charge to advertisers who "required" AM-FM duplication. Construction cost: $47,700 excluding antenna tower; operating: $2.500 monthly.

WINX Broadcasting Co. (WINX; W3XO, experimental FM; Washington Post)—Channel 225, 92.9 mc, 20 kw, 500 ft. (subject to filing application giving technical data for new location). Operate 19 hours daily, duplicating substantially all WINX programs; charge separate rates to FM advertisers but would duplicate programs of substantial public interest even if sponsors did not wish to pay extra rate. Construction cost: $91.950.

Theodore Granik, founder-moderator of American Forum of the Air—Channel 229, 93.7 mc, 20 kw, 500 ft. Operate six hours a day at first, 17 hours ultimately. Has applied for AM. Operating cost: $2,700 to $3,000 monthly on six-hour-day basis.

Capital Broadcasting Co. (WWDC), principally owned by Joseph Katz of Joseph Katz Co. agency.—Channel 265; 100.9 mc, 20 kw, 500 ft. Operate 15 hours daily, duplicating most WWDC programs. No extra advertising charge contemplated for duplication. Construction cost: $53,360; operating: $1,650 monthly.

FCC Grants 16 Regular CPs Covering New FM Stations

SIXTEEN FM applicants, including 14 with AM affiliations, received regular construction permits last Thursday on authorization of a three-man board composed of Acting Chairman Charles R. Denny Jr. and Comrs. C. J. Durr and Ray C. Wakefield.

In the group, which brought the number of final FM construction permits to 215, were three which received regular permits in lieu of conditions previously specified by FCC. All standard licensees, they were KOIN Portland, KOMA Oklahoma City, and KSTP St. Paul.

Fourteen of the sixteen authorizations were for Class B stations. Class A permits went to George M. Ives, Brookfield, Ill., and KTEM Temple, Tex.

Revised Channel Plan

Meanwhile, it was understood that FCC would release shortly a revised plan showing the number of Class B FM channels available in the various communities as a result of the order reserving for one year every fifth Class B channel allocated to the respective areas last December. The Commission announced when the reservation order was made final that such a plan was being prepared, reflecting subsequent changes in the December allocations picture and the effect of the reservation order.

Last week's regular permits went to the following (AM interests of permittees or of individual stockholders shown in parentheses; power is effective radiated power and antenna height is height above average terrain):

American Bcstg. Corp. of Kentucky (WLAP), Lexington, Ky.—Class B; 102.3 mc (Channel No. 272); 3 kw; 320 feet.

Sun Pub. Co. (WTJS), Jackson, Tenn.—Class B; 95.1 mc (No. 236); 30 kw; 420 feet.

WAGE Inc. (WAGE), Syracuse, N. Y.—Class B; 93.3 mc (No. 230); 1.6 kw; 610 feet.

Radio Station WMFR (WMFR), High Point, N. C.—Class B; 97.7 mc (No. 249); 3.3 kw; 310 feet.

News-Journal Corp., Daytona Beach, Fla.—Class B; 94.5 mc (No. 233); 8.5 kw; 330 feet.

Alexandria Bcstg. Co. (KALB), Alexandria, La.—Class B; 100.1 mc (No. 261); 3 kw; 380 feet.

Radiophone Bcstg. Station WOPI (WOPI), Bristol, Tenn.—Class B; 96.9 mc (No. 245); 10.4 kw; 2210 feet.

George M. Ives, Brookfield, Ill.—Class A; 104.7 mc (No. 284); 250 w; 168 feet.

Valley Electric Co. (KVEC), San Luis Obispo, Calif.—Class B; 92.3 mc (No. 222); 11 kw; 690 feet.

James F. Hopkins Inc. (WJBK), Detroit, Mich.—Class B; 94.5 mc (No. 233); 33 kw; 410 feet.

Plains Radio Bcstg. Co. (KGNC), Amarillo, Tex.—Class B; 101.7 mc (No. 269); 36 kw; 400 feet.

Bell Bcstg. Co. (KTEM), Temple, Tex.—Class A; 104.3 mc (No. 282); 210 w; 505 feet.

Harwell V. Shepard (KDNT), Denton, Tex.—Class B; 101.7 mc (No. 269); 3.1 kw; 290 feet.

KOIN Inc. (KOIN), Portland, Ore.—Class B; 94.5 mc (No. 233); 150 kw; 1350 feet.*

KOMA Inc. (KOMA), Oklahoma City, Okla.—Class B; 100.1 mc (No. 261); 190 kw; 500 feet.*

KSTP Inc. (KSTP), St. Paul, Minn.—Class B; 102.1 mc (No. 271); 320 kw; 620 feet.*

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*In lieu of conditions previously authorized.

WOL's CINDERELLA, Sherry Sherwood talks over her good luck with Merle Jones, general manager of the Cowles Washington station and hands him his pay check. Sherry was selected from over 60 contestants from Washington as one of the six finalists in the Tommy Dorsey nationwide talent search for his forthcoming picture, "The Fabulous Dorseys." She left for Hollywood last Thursday. Story behind that pay check is the strange part—Sherry is in the auditing department of WOL.

Latest FM Grantee Rushes Promotion

TWO-PRONGED PROMOTION of FM, aimed at dealers as well as listeners, was started by WWDC Washington last week almost simultaneously with the announcement that it was one of nine applicants chosen for FM stations in the Capital (story this page).

The station, which had argued that failure to get an FM grant would be its "death penalty" [BROADCASTING, Aug. 5], started carrying spot announcements telling its listeners FM's advantages and advising them that "if you are going to invest money in a new radio receiver, remember that FM will be here next year and that you don't want to miss it." The spots point out that WWDC "plans to spend approximately $100,000 to bring you FM at its finest" and expects to have its FM transmitter in operation by Jan. 1.

To radio dealers of Washington, WWDC's General Manager Ben Strouse started a series of monthly letters "to keep you informed of the progress that we are making in the establishment of our FM transmitter" and asking that they keep the public informed. "Sometime early in 1947, there will be nine FM stations operating here, all of them with perfect signals throughout metropolitan Washington, and all of them operating with a great diversification of programming," the first letter reported.

AM Applications

(Continued from Page 4b)

Name of Applicant	Docket No.	File No.
WGOV Valdosta, Ga.	7112	B3-P-3213
Tennessee Radio Corp., Nashville, Tenn.	6193	B3-P-3219
Newark (N. J.) Broadcasting Corp.	6190	B1-P-3249
James F. Hopkins Inc., Ann Arbor, Mich.	6230	B2-P-3291
WJPS Inc., Evansville, Ind.	6921	B4-P-3293
James Noe, New Orleans, La.	6346	B3-P-3446
KTSW Emporia, Kans.	6981	B4-P-3457
KWBU Corpus Christi, Tex.	6666	B3-P-3524 B3-L-1800
WARC Inc., N. Y. C.	6605	B1-P-3565
Finger Lakes Broadcasting System, Geneva, N. Y.	6604	B1-P-3581
City of Sebring, Fla.	6696	B3-P-3583
KSUB Cedar City, Utah	6759	B5-P-3584
WJEF Grand Rapids, Mich.	7387	B2-P-3590 B2-L-1855
Rochester Broadcasting Corp., Rochester, N. Y.	6606	B1-P-3593
WKBZ Muskegon, Mich.	6628	B2-P-3609
Valley Broadcasting Co., Pomona, Calif.	6633	B5-P-3610
WROL Knoxville, Tenn.	6968	B3-P-3616
Seneca Broadcasting Corp., Rochester, N. Y.	6607	B1-P-3618
Tennessee Broadcasters, Nashville, Tenn.	6648	B3-P-3621
KPLC Lake Charles, La.	6664	B3-P-3623
WREN Topeka, Kan.	6703	B4-P-3625
WMIL Broadcasting Co., Milwaukee, Wis.	6701	B4-P-3660
San Jacinto Broadcasting Co., Houston, Tex.	6725	B3-P-3661
J. W. Birdwell, Nashville, Tenn.	6649	B3-P-3651
Atlantic Shores Broadcasting, Coral Gables, Fla.	7131	B3-P-3654
KOVO Provo, Utah	6739	B5-P-3667
Altoona (Pa.) Broadcasting Co.	6697	B2-P-3670
Capitol Broadcasting Co., Nashville, Tenn.	6669	B1-P-3673
A. Frank Katzentine, Orlando, Fla.	6705	B3-P-3674
Marshall (Tex.) Broadcasting Co.	6706	B3-P-3675
WSAV Savannah, Ga.	6974	B3-P-3679
Greater Peoria (Ill.) Radio Broadcasters	6709	B4-P-3680
Illinois Valley Broadcasting Co., Peoria	6710	B4-P-3686
Deep South Broadcasting Corp., Shreveport, La.	7117	B3-P-3687
United Broadcasting Co., Montgomery, Ala.	6828	B3-P-3695
WGCM Broadcasting Co., Biloxi, Miss.	6881	B3-P-3698
Thompson Broadcasting Co., Altoona, Pa.	6698	B2-P-3703
Coast Ventura Co., Ventura, Calif.	6839	B5-P-3725
KTOP Inc., Topeka, Kan.	6980	B4-P-3727
Gulf Broadcasting Co., Mobile, Ala.	7313	B3-P-3728
San Diego (Calif.) Broadcasting Co.	7600	B5-P-3744
Midwest Broadcasting Co., Milwaukee, Wis.	6795	B4-P-3746
Wichita (Kan.) Broadcasting Co., Wichita, Kan.	6976	B4-P-3747
Skyland Broadcasting Corp., Dayton, Ohio	7345	B2-J-3748
Eastern Shore Broadcasting Co., Preston, Md.	6887	B1-P-3751
Atlantic Coast Broadcasting Co., Charleston, S. C.	6975	B3-P-3752
Shenandoah Valley Broadcasting Corp., Harrisonburg, Va.	6804	B2-P-3753
Rebel Broadcasting Co., Jackson, Miss.	6966	B3-P-3755
Valley Broadcasting Assn., McAllen, Tex.	6859	B3-P-3759
Arkansas Democrat Co., Little Rock, Ark.	6731	B3-P-3760
Air Capital Broadcasting Co., Wichita, Kan.	6977	B4-P-3769
Independent Broadcasting Co., Des Moines, Iowa	6734	B4-P-3770
Donald W. Reynolds, Fort Smith, Ark.	6835	B3-P-3772
Smoky Mountain Broadcasting Co., Knoxville, Tenn.	6905	B3-P-3777
KARM Fresno, Calif.	7124	B5-P-3784
WBOC Salisbury, Md.	6886	B1-P-3786
James A. Noe, Shreveport, La.	7113	B3-P-3790
Jackson (Tenn.) Broadcasting Co.	7487	B3-P-3792
Norfolk (Va.) Broadcasting Corp.	7087	B2-P-3794
Liberty Broadcasting Co., Pittsburgh, Pa.	7169	B2-P-3797
John L. Plummer Enterprises, Bogalusa, La.	6892	B3-P-3798
Murfreesboro (Tenn.) Broadcasting Service	6789	B3-P-3802
Ventura (Calif.) Broadcasters Inc.	6840	B5-P-3807
Radio Wisconsin, Madison, Wis.	6940	B4-P-3809
KTHS West Memphis, Ark.	7086	B3-P-3814
WSOC Charlotte, N. C.	7322	B3-P-3818
WFTC Kinston, N. C.	6868	B3-P-3827
Mobile (Ala.) Broadcasting Co.	7482	B3-P-3828
Howard W. Davis, McAllen, Tex.	6860	B3-P-3830
Elgin (Ill.) Broadcasting Co.	6962	B4-P-3833
WTAW College Station, Tex.	6760	B3-P-3839
Frank R. Gibson, Lake Charles, La.	7160	B3-P-3840
Charlotte (N. C.) Broadcasting Co.	6825	B3-P-3847
WGTM Wilson, N. C.	6866	B3-P-3848
KSUB Southern Utah Broadcasting Co., Cedar City, Utah	6759	B5-P-3854
KYW Philadelphia, Pa.	7352	B2-P-3855
James A. Noe, Lake Charles, La.	7416	B3-P-3888
Cascade Broadcasting Co., Yakima, Wash.	6953	B5-P-3889
WCPO Cincinnati, Ohio	6971	B2-P-3898
Freeport (Ill.) Broadcasting Co.	7064	B4-P-3904
San Bernardino (Calif.) Broadcasting Co.	6811	B5-P-3908
KTKC Visalia, Calif.	7601	B5-P-3909
Studebaker Broadcasting Co., San Diego, Calif.	7362	B5-P-3910
Central Illinois Radio Corp., Peoria, Ill.	6920	B4-P-3911
KSAN San Francisco, Calif.	6949	B5-P-3913
WGBR Goldsboro, N. C.	6867	B3-P-3914
Radio Broadcasting Inc., Hot Springs, Ark.	7156	B3-P-3915
Frank H. Ford, Shreveport, La.	7114	B3-P-3916
Voice of Augusta Inc., Augusta, Ga.	6871	B3-P-3919
San Jose (Calif.) Broadcasting Co.	6955	B5-P-3921
Midwest Broadcasting Co., Mt. Vernon, Ill.	7059	B4-P-3922
WEBR Buffalo, N. Y.	7166	B1-P-3926
Miners Broadcasting Service, Pottsville, Pa.	7089	B2-P-3936
State College of Washington, Pullman, Wash.	7537	B5-P-3940
WGAR Cleveland, Ohio	7320	B2-P-3942
Albany (N. Y.) Broadcasting Co.	6946	B1-P-3945
Harold Thomas, Waterbury, Conn.	7363	B1-P-3950
News Publishing Corp., Charlotte, N. C.	7607	B3-P-3952
WCAX Burlington, Vermont	6793	B1-P-3961
Wichita (Kan.) Beacon Broadcasting Co.	6978	B4-P-3963
Virginia Broadcasting Corp., Roanoke, Va.	6969	B2-P-3964
WWPG Palm Beach (Fla.)	6822	B3-P-3968
WCBM Baltimore, Md.	7372	B1-P-3969
Cedar Rapids (Iowa) Broadcasting Corp.	6888	B4-P-3970
WLOF Orlando, Fla.	6864	B3-P-3973
Old Dominion Broadcasting Corp., Lynchburg, Va.	6936	B2-P-3978
Star Broadcasting Co., Geneva, N. Y.	6788	B1-P-3979
Wichtex Broadcasting Co., Wichita Falls, Tex.	7127	B3-P-3981
Central California Broadcasters, Berkeley, Calif.	6933	B5-P-3982
Bay State Beacon Inc., Brockton, Mass.	6843	B1-P-3983
WRBL Columbus, Ga.	6819	B3-P-3986
WOOP Inc., Dayton, Ohio	6824	B2-P-3987
KAW Broadcasting Inc., Topeka, Kan.	7456	B4-P-3989
Montana Broadcasting & Television Co. Anaconda, Mont.	6808	B5-P-3993
Chester E. Daly, Cleveland, Ohio	7175	B2-P-3994
Nueces Broadcasting Co., Corpus Christi, Tex.	7561	B3-P-3999
WOWO Ft. Wayne, Ind.	7674	B4-P-4019
Permian Basin Broadcasting Co., Odessa, Tex.	6942	B3-P-4022
Fort Orange Broadcasting Co., Albany, N. Y.	6947	B1-P-4024
United Broadcasting Co., Silver Spring, Md.	7428	B1-P-4030
I. K. Corkern, Bogalusa, La.	6984	B3-P-4033
Arkansas Oklahoma Broadcasting Corp., Fort Smith, Ark.	6834	B3-P-4034
Middlesboro (Ky.) Broadcasting Co.	7002	B2-P-4036
Dorrance D. Roderick, Pueblo, Colo.	7091	B5-P-4037
Commonwealth Broadcasting Corp., Danville, Ky.	7164	B2-P-4040
Frank Mitchell Farris Jr., Nashville, Tenn.	7765	B3-P-4043
Ohio-Michigan Broadcasting Corp., Toledo, Ohio	7346	B2-P-4046
Maricopa Broadcasters, Phoenix, Ariz.	7626	B5-P-4053
Cur-Nan Co., Brockton, Mass.	6845	B1-P-4054
Donald Flamm, New York	6790	B1-P-4056
Cleveland (Ohio) Broadcasting Co.	6917	B2-P-4058
Walter A. Graham, Tifton, Ga.	6918	B3-P-4059
H. C. Winslow, Meadville, Pa.	6899	B2-P-4060
United Broadcasting Co., San Jose, Calif.	6930	B5-P-4061
Lubbock County (Texas) Broadcasting Co.	7334	B3-P-4062
Walmac Co., Austin, Tex.	7423	B3-P-4068
Walmac Company (Howard W. Davis, tr/as), Corpus Christi, Tex.	6911	B3-P-4069
Tuscaloosa (Ala.) Broadcasting Co.	7177	B3-P-4071
William L. Klein, Oak Park, Ill.	6963	B4-P-4075
McKeesport (Pa.) Radio Co.	6926	B2-P-4077
Muscogee Broadcasting Co., Columbus, Ga.	6820	B3-P-4082
Constitution Publishing Co., Atlanta, Ga.	6802	B3-P-4086
WJIM Lansing, Mich.	6807	B2-P-4087
KSD St. Louis, Mo.	6809	B4-P-4089
Patriot Co., Harrisburg, Pa.	6884	B2-P-4091
Crescent Broadcast Corp., Shenandoah, Pa.	6883	B2-P-4092
KFXM San Bernardino, Calif.	6812	B5-P-4093
Star Broadcasting Co., Pueblo, Colo.	6814	B5-P-4094
WSLS Roanoke, Va.	6869	B2-P-4095
WLVA Lynchburg, Va.	6870	B1-P-4096
WAGE Syracuse, New York	6792	B1-P-4098
Metropolitan Broadcasting Service, New York	6791	B1-P-4099
WRAL Raleigh, N. C.	6967	B3-P-4100
KWFT Wichita Falls, Tex.	6970	B3-P-4101
WLAP Lexington, Ky.	6973	B2-P-4102
Queen City Broadcasting Inc., Cincinnati, Ohio	6972	B2-P-4103
KVAL Brownsville, Tex.	6861	B3-P-4104
Valdosta (Ga.) Broadcasting Co.	6863	B3-P-4106
United Broadcasting Co., Ogden, Utah	6885	B5-P-4107
Chronicle Publishing Co., Marian, Ind.	6798	B4-P-4109
WLEU Erie, Pa.	6913	B1-P-4115
P. C. Wilson, Canton, Ohio	6915	B2-P-4117
Scripps-Howard Radio, Cleveland Ohio	6916	B2-P-4118
Tri-State Broadcasting Corp., Evansville, Indiana	6922	B4-P-4119
Booth Radio Stations, Flint, Mich.	6923	B2-P-4120
Daytona Beach (Fla.) Broadcasting Co.	6901	B3-P-4122
Daytona Beach (Fla.) Broadcasting Co.	6902	B3-P-4123
Augusta (Ga.) Chronicle Broadcasting Co.	6872	B3-P-4124
Savannah Valley Broadcasting Co., Augusta, Ga.	6873	B3-P-4125
Clarence Beaman Jr., Knoxville, Tenn.	6906	B3-P-4127
Seaman & Collins, El Paso, Tex.	6875	B3-P-4129
Booth Radio Stations, Lansing, Mich.	6927	B2-P-4131
Southern Media Corp., Coral Gables, Fla.	6934	B3-P-4132
F. M. Radio & Television Corp., San Jose, Calif.	6928	B5-P-4133
Broadcasters Inc., San Jose, Calif.	6929	B5-P-4134
DeHaven, Hall and Oates, Salinas, Calif.	6931	B5-P-4135
WCSC Charleston, S. C.	6939	B3-P-4136
Moline (Ill.) Dispatch Publishing Co.	6891	B4-P-4143
Radio Corp. of Cedar Rapids, Iowa	6889	B4-P-4144
Chattahoochee Broadcasting Co., Columbus, Ga.	6821	B3-P-4149
Monterey Bay Broadcast Co., Santa Cruz, Calif.	6952	B5-P-4150
Drohlich Bros., Flint, Mich.	6957	B2-P-4151
Booth Radio Stations, Grand Rapids, Mich.	6957	B2-P-4152
Torrington (Conn.) Broadcasting	6895	B1-P-4154
Berkshire Broadcasting Corp., Danbury, Conn.	6897	B1-P-4155
KCLC Broadcasting Co., Wichita, Kan.	6982	B4-P-4156
KAKE Broadcasting Co., Wichita, Kan.	6979	B4-P-4157
WLOX Broadcasting Co., Biloxi, Miss.	6882	B3-P-4158
Meadville (Pa.) Tribune Broadcasting Co.	6898	B2-P-4159
Beloit (Wis.) Broadcasting Co.	6964	B4-P-4161
Gazette Co., Cedar Rapids, Iowa	6830	B4-P-4162
Long Island Broadcasting Corp., Woodside, N. Y.	6831	B1-P-4163
Piedmont Carolina Broadcasting Co., Reidsville, N. C.	6833	B3-P-4164
WINN Louisville, Ky.	7354	B2-P-4169
Kenneth G. Zweifel, Freeport, Ill.	7063	B4-P-4172
Camden (N. J.) Broadcasting Co.	7065	B1-P-4173
Pueblo (Colo.) Radio Co.	7092	B5-P-4175
News & Observer Publishing Co., Raleigh, N. C.	7505	B3-P-4176
Radio Peoria, Ill.	7609	B4-P-4177
Fort Wayne (Ind.) Broadcasting	7348	B4-P-4178
Syndicate Theatres, Columbus, Ind.	7099	B4-P-4179
Telegram Publishing Co., Salt Lake City, Utah	7057	B5-P-4180
Universal Broadcasting Co., Indianapolis, Ind.	7100	B4-P-4184
Southeastern Mass. Broadcasting Corp., New Bedford, Mass.	7053	B1-P-4185
Peninsular Broadcasting Corp., Coral Gables, Fla.	7075	B3-P-4187
Lake Erie Broadcasting Co., Sandusky, Ohio	7004	B2-P-4190
Northern Ohio Broadcasting Co., Amherst Ohio	7495	B2-P-4193
Bay State Broadcasting Co., New Bedford, Mass.	7054	B1-P-4201
Cumberland Gap Broadcasting Co., Middlesboro, Ky.	7001	B2-P-4203
Borger (Tex.) Broadcasting Co.	7005	B3-P-4204
Richard George Hughes, Borger, Tex.	7006	B3-P-4205
Grand Canyon Broadcasting Co., Flagstaff, Ariz.	7000	B5-P-4206
N. Pratt Smith, Flagstaff, Ariz.	6999	B5-P-4207
Sandusky (Ohio) Broadcasting Co.	7003	B2-P-4208
Easton (Pa.) Publishing Co.	7179	B2-P-4212
Plymouth County Broadcasting Corp., Brockton, Mass.	7008	B1-P-4216
Diamond State Broadcast Corp., Dover, Del.	7012	B3-P-4217
Southeastern Broadcasting System, Sanford, Fla.	7074	B3-P-4225
Suburban Broadcasting, Dearborn, Mich.	7385	B2-P-4232
Burton Broadcasting Co., Mobile, Ala.	7314	B3-P-4233
Missionary Society of St. Paul the Apostle, New York	7316	B1-P-4234
Southwestern Broadcasting Corp., Odessa, Tex.	7098	B3-P-4236
Woodrow Miller, San Bernardino, Calif.	7558	B4-P-4240
KFDM Beaumont, Texas	7628	B3-P-4241
WADC Village of Tallmadge, Ohio	7319	B2-P-4243
KROY Sacramento, Calif.	7170	B5-P-4253
Everglades Broadcasting Co., Miami, Fla.	7076	B3-P-4258
Louisiana Broadcasting Co., New Orleans, La.	7162	B3-P-4260
Middle West Broadcasting Co., St. Paul, Minn.	7472	B4-P-4261
Danville Broadcasting Co., Danville, Ky.	7165	B2-P-4264
Mt. Vernon (Ill.) Radio & Television Co.	7060	B4-P-4265
Mission Broadcasting Co., San Jose, Calif.	7023	B5-P-4266
E. T. Wright, Orlando, Fla.	7111	B3-P-4268
Fred W. Mizer, Orlando, Fla.	7183	B3-P-4270
WJAX Jacksonville, Fla.	7605	B3-P-4271
Green Bay (Wis.) Broadcasting Co., Green Bay, Wis.	7158	B4-P-4272
Mon-Yough Broadcasting Co., McKeesport, Pa.	7110	B2-P-4273
James Robert Meachem, Elmira, N. Y.	7121	B1-P-4274
Mansfield (Ohio) Journal Co.	7417	B2-P-4275
Lorain (Ohio) Journal Co.	7418	B2-P-4276
Paul Brake, Miami, Fla.	7077	B3-P-4282
KROW Oakland, Calif.	7101	B5-P-4283
West Alabama Broadcasting Co., Tuscaloosa, Ala.	7178	B3-P-4286
KFVS Cape Girardeau, Missouri	7130	B4-P-4289
Sunland Broadcasting Co., El Paso, Tex.	7073	B3-P-4290
Radio Americas Corp., San Juan, P. R.	7501	B-P-4295
A. S. Abell Co., Baltimore, Md.	7338	B1-P-4297
Jos. T. Connolly, George Lewis & David P. Gullette, Drexel Hill, Pa.	7425	B2-P-4298
Homer Rodeheaver, Winona Lake, Ind.	7097	B4-P-4305
North Jersey Radio Inc., Newark, N. J.	7370	B1-P-4306
WLAK Lakeland, Fla.	7082	B3-P-4307
Greater N. Y. Broadcasting Corp., N. Y.	7317	B1-P-4309
WEAU Eau Claire, Wis.	7216	B4-P-4312
WMAS Springfield, Mass.	7364	B1-P-4313
KVAK Atchison, Kan.	7562	B4-P-4317
Capital Broadcasting Co., Annapolis, Md.	7371	B1-P-4318
Indiana Broadcasting Corp., Indianapolis, Ind.	7434	B4-P-4319
W. Wright Esch, Daytona Beach, Fla.	7355	B3-P-4320
Georgia Alabama Broadcasting Corp., Columbus, Ga.	7095	B3-P-4324
Orlando Daily Newspaper, Orlando, Fla.	7182	B3-P-4328
KGB San Diego, Calif.	7497	B5-P-4330
Citrus Belt Broadcasters, Winter Haven, Fla.	7310	B3-P-4331
WinterHaven (Fla.) Broadcasting Co.	7311	B3-P-4332
Georgia-Carolina Broadcasting Co., Augusta, Ga.	7116	B3-P-4333
WHP Harrisburg, Pa.	7115	B2-P-4334
Southwestern Michigan Broadcasting Co., Kalamazoo, Mich.	7109	B2-P-4335
R. F. & W. Broadcasting Corp., Corpus Christi, Tex.	7120	B3-P-4337
News-Journal Corp., Daytona Beach, Fla.	7133	B3-P-4338
Lake Broadcasting Co., Gary, Ind.	7185	B4-P-4341
Green Bay (Wis.) Newspaper Co.	7159	B4-P-4350

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AM Applications

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Name of Applicant	Docket No.	File No.
KHMO Hannibal, Mo.	7454	B4-P-4352
KFDA Amarillo, Tex.	7559	B3-P-4353
KHTN Inc., Houston, Tex.	7565	B3-P-4359
Texas Star Broadcasting Co., Houston, Tex.	7333	B3-P-4361
Veterans Broadcasting Co., Houston, Tex.	7336	B3-P-4362
Miami Beach (Fla.) Publishing Co.	7132	B3-P-4363
Four Lakes Broadcasters, Madison, Wis.	7171	B4-P-4366
WAML Laurel, Miss.	7292	B3-P-4369
Atlantic Radio Corp., Boston, Mass.	7404	B1-P-4372
Allentown (Pa.) Broadcasting Corp.	7180	B2-P-4374
Charles W. Balthrope, San Antonio, Tex.	7374	B3-P-4375
Voice of Borger, Tex.	7722	B3-P-4376
Samuel R. Sague, Cleveland Heights, Ohio	7176	B2-P-4377
WEEU Reading, Pa.	7339	B2-P-4380
Vincent G. Cofey, Elgin, Ill.	7154	B4-P-4381
Community Broadcasting Co., Oak Park, Ill.	7155	B4-P-4882
Bay Broadcasting Co., Sandusky, Ohio	7172	B2-P-4387
S. H. Paterson, Topeka, Kan.	7560	B4-P-4389
Plains Radio Broadcasting Co., Lubbock, Tex.	7335	B3-P-4391
Van Curler Broadcasting Corp., Albany, N. Y.	7173	B1-P-4395
Wyoming Valley Broadcasting Co., Wilkes-Barre, Pa.	7167	B2-P-4396
Corpus Christi (Tex.) Broadcasing Co.	7168	B3-P-4398
KTSA San Antonio, Tex.	7174	B3-P-4399
Audrain Broadcasting Corp., Mexico, Mo.	7453	B4-P-4401
Monona Broadcasting Co., Madison, Wis.	7351	B4-P-4404
Narragansett Broadcasting Co., Fall River, Mass.	7312	B1-P-4409
KRIC Beaumont, Tex.	7321	B3-P-4410
Luck-McDonald Co., Fort Worth, Tex.	7368	B3-P-4413
Times-Star Publishing Co.	———	B5-P-4418
Red River Broadcasting Co., Inc., Duluth, Minn.	7552	B4-P-4421
WCMI Huntington, W. Va.	7365	B2-P-4422
The Buffalo Broadcasting Corp., Buffalo, N. Y.	7122	B1-P-4424
Steel City Broadcasting Co., Bethlehem, Pa.	7181	B2-P-4428
Marion (Ind.) Radio Corporation	7349	B4-P-4429
Fostoria (Ohio) Broadcasting Co.	7356	B2-P-4430
Laurence W. Harry, Fostoria, Ohio	7356	B2-P-4430
Public Information Corp., Durham, N. C.	7377	B3-P-4431
John F. Fitzgibbon, Roy Jarman & Temple V. Ehmsen, Oregon City, Ore.	7379	B5-P-4432
Independence Broadcasting Co., Philadelphia, Penn.	7309	B2-P-4435
Westex Broadcasting Co., San Angelo, Tex.	7366	B3-P-4437
Abilene (Tex.) Broadcasting Co.	7367	B3-P-4438
Fort Worth (Tex.) Broadcasting Co.	7369	B3-P-4439
Collinson-Wingate Broadcasting Co., Topeka, Kan.	7382	B4-P-4440
Henry F. Fett, Dearborn, Mich.	7384	B2-P-4441
WHOW Inc., Baltimore, Md.	7569	B1-P-4443
Northwestern Ohio Broadcasting Corp., Lima, Ohio	7357	B2-P-4447
Tidewater Broadcasting Corp., Norfolk, Va.	7390	B2-P-4456
Illmo Broadcasting Corp., Quincy, Ill.	7651	B4-P-4460
Ojai Broadcasting Co., Ventura, Calif.	7469	B5-P-4463
State Broadcasting Co., Oklahoma City, Okla.	7457	B3-P-4465
Alvin E. Nelson, San Francisco, Calif.	7389	B5-P-4467
Cuyahoga Broadcasting Co., Cleveland, Ohio	7398	B2-P-4468
Empire Newspapers-Radio Inc., Endicott, N. Y.	7392	B1-P-4470
Express Publishing Co., San Antonio, Tex.	7391	B3-P-4471
Millard Eidson, Independent Executor of Estate of Clarence Scharbauer, deceased, Midland, Tex.	7215	B3-P-4474
Ross & Co., Marshall, Tex.	7563	B3-P-4477
Cincinnati (Ohio) Times-Star Co.	7401	B2-P-4483
WKEU Griffin, Ga.	7218	B3-P-4485
Newman (Ga.) Broadcasting Co.	7442	B3-P-4487
Tower Realty Co., Baltimore, Md.	7429	B1-P-4490
WDEV Waterbury, Vt.	7405	B1-P-4492
W. J. Marshall, Cleveland, Ohio	7471	B2-P-4497
Radio Engineering Service, Pine Bluff, Ark.	7422	B3-P-4498
Sun River Broadcasters Inc., Great Falls, Mont.	7516	B2-P-4499
Pinnacle Broadcasting Co., Middlesboro, Ky.	7420	B2-P-4501
The Central Conn. Broadcasting Co., New Britain, Conn.	7567	B1-P-4505
LaCrosse (Wis.) Broadcasting Co.	7473	B4-P-4507
A. J. Fletcher, Greensboro, N. C.	7504	B3-P-4513
Mandan (N. D.) Radio Association	7752	B4-P-4516
WEST Easton, Pa.	7441	B2-P-4517
General Broadcasting Co., Independence, Mo.	7499	B4-P-4519
Northern Kentucky Airwaves Corp., Covington, Ky.	7477	B2-P-4522
Hub City Broadcasting Co., Jackson, Tenn.	7488	B3-P-4523
Northern States Broadcasting Co., Fargo, N. D.	7664	B4-P-4527
Volunteer State Broadcasting Co. Inc., Nashville, Tenn.	7443	B3-P-4531
WBBB Burlington, N. C.	7670	B3-P-4534
WOLS Florence, S. C.	7606	B3-P-4538
Tri-Suburban Broadcasting Corp., Silver Spring, Md.	7550	B1-P-4541
Walter L. Edwards, Porterville, Calif.	7470	B5-P-4545
Gonzales (Tex.) Broadcasting Co.	7432	B3-P-4546
Williamsport (Pa.) Radio Broadcasting Assoc.	7427	B2-P-4549
Ogden (Utah) Broadcasting Co. Inc.	7435	B5-P-4553
Paris (Tenn.) Broadcasting Co.	7430	B3-P-4566
Taylor (Tex.) Broadcasting Co.	7433	B3-P-4567
Crawford County Broadcasting Corp., Meadville, Pa.	7754	B2-P-4569
Northern Kentucky Radio Corp., Covington, Ky.	7478	B2-P-4574
Gulf State Broadcasting Co., Crowley, La.	7525	B3-P-4577
Telegraph Herald, Decorah, Iowa	7612	B4-P-4579
George Arthur Smith, Jackson, Tenn.	7489	B3-P-4580
KLAC Los Angeles, Calif.	7444	B5-P-4583
Hazard (Ky.) Broadcasting System	7511	B2-P-4584
Antilles Broadcasting System, Rio Piedras, P. R.	7500	B -P-4589
Blue Valley Co., Independence, Mo.	7498	B4-P-4597
Idaho Falls (Ida.) Broadcasting Co.	7535	B5-P-4599
Hot Springs (Ark.) Broadcasting Co.	7652	B3-P-4601
Jose 'E del Valle, Santurce, P. R.	7630	B -P-4603
KGVO Missoula, Mont.	7517	B5-P-4608
Paris (Tenn.) Broadcasting Co.	7506	B3-P-4612
California-Nevada Broadcasting Co., Vallejo, Calif.	7564	B4-P-4614
Grass Valley-Nevada City Broadcasters, Grass Valley, Calif.	7461	B5-P-4616
Ranulf Compton, Camden, N. J.	7481	B1-P-4617
Eau Claire (Wis.) Chippewa Broadcasting Co.	7557	B4-P-4619
Tri-State Broadcasting Co., Cumberland, Md.	7554	B1-P-4625
W. Albert Lee, Houston, Tex.	7566	B3-P-4628
Cream City Broadcasting Co. Inc., Milwaukee, Wis.	7750	B4-P-4631
Eastern Idaho Broadcasting & Television Co., Idaho Falls, Ida.	7536	B5-P-4633
El Paso (Tex.) Broadcasting Co.	7533	B3-P-4634
LCB Inc., Lorain, Ohio	7496	B2-P-4636
Citizen's Broadcasting Co., Abilene, Tex.	7483	B3-P-4637
V. L. Rossi & John D. Rossi, Beeville, Tex.	7604	B3-P-4639
Southern Broadcasting Co., Charleston, S. C.	7528	B3-P-4640
Sioux Falls (S. D.) Broadcasting Assn.	7764	B4-P-4645
WIRE Indianapolis, Ind.	7675	B4-P-4646
Tennessee-Kentucky Broadcasting Co., Paris, Tenn.	7507	B3-P-4653
San Fernando Valley Broadcasting Co., San Fernando, Calif.	7749	B5-P-4657
I & E Broadcasting Co., Dayton, Ohio	7586	B2-P-4659
Bullard, Metcalf & Goodlette, Hazard, Ky.	7512	B2-P-4661
Inland Broadcasting Co., Fremont, Neb.	7698	B4-P-4665
Fulton County Broadcasting Corp., Atlanta, Ga.	7518	B3-P-4666
Community Broadcasting Co., Toledo, Ohio	7515	B2-P-4672
Mary A. Petru et al, Port Arthur, Tex.	7579	B3-P-4679
Paul F. Braden, Middletown, Ohio	7587	B2-P-4680
D & K Broadcasting Co.	____	B5-P-4690
WBIX Inc., Eau Claire, Wis.	7692	B4-P-4692
Dan B. Shields, Provo, Utah	7571	B5-P-4693
Chesapeake Broadcasting Co., Washington, D. C.	7760	B1-P-4698
Del Norte Broadcasting Co., El Paso, Tex.	7534	B3-P-4700
Radio Services Co. of Brookhaven, Miss.	7690	B3-P-4701
Fort Sumter Broadcasting Co., Charleston, S. C.	7531	B3-P-4705
Radio Television Corp., Medford, Ore.	7753	B5-P-4716
Kelly Bel, Nacogdoches, Tex.	7573	B3-P-4718
KTBS Shreveport, La.	7598	B3-P-4720
Acadia Broadcasting Co., Crowley, La.	7526	B3-P-4725
Merril & Kovlan, d/b, Mountain State Broadcasting Co., Clarksburg, W. Va.	7774	B2-P-4727
Edwin Mead, Rockford, Ill.	7599	B4-P-4729
Milburn H. Stuckwish, Charles F. Bruce & F. M. Lindsay Jr., Centralia, Ill.	7628	B4-P-4732
Panhandle Broadcasting Corp., Amarillo, Tex.	7575	B3-P-4738
Parkersburg (W. Va.) Broadcasting Co.	7710	B2-P-4741
South Plains Broadcasting Co., Lubbock, Tex.	7581	B3-P-4742
Southeastern Broadcasting Co., Clanton, Ala.	7702	B3-P-4747
Lake Shore Broadcasting Co., Evanston, Ill.	7629	B4-P-4750
Cherokee Broadcasting Corp., Morristown, Tenn.	7653	B3-P-4754
WDZ Tuscola, Ill.	7748	B4-P-4761
KTOK Oklahoma City, Okla.	———	B3-P-4763
Radio Kentucky Inc., Louisville, Ky.	7635	B2-P-4765
Grenada Broadcasting Co., Grenada, Miss.	7577	B3-P-476
Hub Broadcasting Co., Lubbock, Tex.	7582	B3-P-477
Birney Imes Jr., Grenada, Miss.	7578	B3-P-477
Mid-Utah Broadcasting Co., Provo, Utah	7572	B5-P-477
Forest City Broadcasting Co., Cleveland, Ohio	7585	B2-P-477
Harry Francis Banker, et al, Port Arthur, Tex.	7580	B3-P-477
Universal Broadcasting Co., Hazard, Ky.	7583	B2-P-477
Wilbur Courtland Fouts, Nacogdoches, Tex.	7574	B3-P-477
Kramer, Wasdon & Siegal d/b, Florida West Coast Broadcasting Co., Tampa, Fla.	7768	B3-P-478
James M. Tisdale, Chester, Pa.	7647	B2-P-478
Nathan J. Cooper, Morganton, N. C.	7657	B3-P-478
Santa Monica (Calif.) Broadcasting Co.	7633	B5-P-479
B. Loring Schmidt, Salem, Ore.	7624	B5-P-479
Ralph D. Epperson, Mount Airy, N. C.	7658	B3-P-479
Robert Burdette, San Fernanlo, Calif.	7634	B5-P-479
Eagle Printing Co., Butler, Pa.	7672	B2-P-480
Peninsula Newspapers, Palo Alto, Calif.	7677	B5-P-480
Radio Television of Baltimore Inc., Baltimore, Md.	7570	B1-P-480
Mansfield Broadcasting Co., Mansfield, Ohio	7718	B2-P-481
Beatrice Cobb, Morganton, N. C.	7656	B3-P-482
Leon Wyszatycki, Huntington Park, Calif.	7694	B5-P-482
Sky Wave Broadcasting Corp., Columbus, Ohio	7621	B2-P-482
Veterans Broadcasting Co. Inc., Rochester, N. Y.	7660	B1-P-482
Tar Heel Broadcasting System Inc., Clinton, N. C.	7706	B3-P-48
Statesville (N. C.) Broadcasting Co.	7607	B3-P-48
John C. McCormack, et al., Albuerque, N. M.	7758	B5-P-48
James G. Thomas, Lubert W. Barefoot, Laurence Gooding and Hector Clark, Clinton, N. C.	7707	B3-P-484
WSAT Inc., Schenectady, N. Y.	7705	B1-P-484
H. M. Williamson and Roy D. Johnson, Modesto, Calif.	7679	B5-P-485
Radio Phoenix Inc., Phoenix, Ariz.	7627	B5-P-486
Wilkes Broadcasting Co., No. Wilkesboro, N. C.	7659	B3-P-486
Western Empire Broadcasters Inc., San Bernardino, Calif.	7720	B5-P-486
WKAQ San Juan, P. R.	7631	B -P-486
Wallace N. Lindskoog, Luther G. Boone, et al., Turlock, Calif.	7679	B5-P-487
Raymond Kandel, Parkersburg, W. Va.	7711	B2-P-487
C. Thomas Patten, Oakland, Calif.	7766	B5-P-487
Wilbur J. Dickerson, Harold D. Hatch & Lester Q. Krasin, Roswell, N. M.	7714	B5-P-487
Amsterdam Broadcasters Inc., Amsterdam, N. Y.	7704	B1P-488
Tri-City Broadcasting Co., Newport, Ky.	7716	B2-P-488
Midland (Mich.) Broadcasting Co.	7712	B2-P-488
H. W. Cain, I. C. Kelly, H. T. Withers and H. L. McKinney, Somerset, Ky.	7697	B2-P-489
KVOX Moorhead, Minn.	7663	B4-P-489
Rich Publishing House Inc., Midland, Mich.	7713	B2-P-490
McEvoy Broadcasting Co., Roswell, New Mexico	7715	B5-P-491
Springfield (Mass.) Broadcasting Co.	7771	B2-P-492
G. Stanley Brewer, Laramie, Wyo.	7769	B5-P-49
Miller Associates Inc., Youngstown, Ohio	7708	B2-P-49
Moraine Broadcasters Inc., Dayton, Ohio	7717	B2-P-494
Telecolor Corp., W. Springfield, Mass.	7772	B2-P-494
Brookhaven (Miss.) Broadcasting Co.	7691	B3-P-494
Theodore Granik, Washington, D. C.	7761	B1-P-49
Wolverine State Broadcasting Service, Detroit, Mich.	7676	B2-P-497
Town Talk Broadcasting Co., Grass Valley, Calif.	7668	B5-P-497
WISH Indianapolis, Ind.	7671	B4-P-497
Arthur S. Feldman, Fort Wayne, Ind.	7699	B4-P-49
Grant Street Radio Station, Pittsburgh, Pa.	7773	B2-P-49
Arlington-Fairfax (Va.) Broadcasting Co.	7693	B2-P-49
Mohr, Rice, Kahle & Humphrey, Laramie, Wyo.	7770	B5-P-500
WTHT Hartford, Conn.	7673	B1-P-500
Southeastern Broadcasting Co. Inc., Somerset, Ky.	7696	B2-P-501
Hollywood Community Radio Group, Gardena, Calif.	7695	B5-P-502
Community Service Broadcasting Corp. of Amsterdam, New York, Amsterdam, N. Y.	7703	B1-P-502
Frant & Glasier, Wyandotte, Mich.	7755	B2-P-505
Mahoning Valley Broadcasting Corp., Youngstown, Ohio	7709	B2-P-505
John G. Colling, et al, '49er, Grass Valley, Calif.	7757	B5-P-507
Timberwolf Broadcasting Co., El Paso, Tex.	7721	B3-P-507
Intermountain Broadcasting Co. Inc., Albuquerque, N. M.	7759	B5-P-50
Wyandotte (Mich) News Co.	7756	B2-P-50
Berlin, McPherson Jr. & McPherson, Santa Cruz, Calif.	7767	B5-P-51

Northern Lights Are Lit by Neon

Alaska Is Lush Market For U.S. Products Sold by Radio

By GIL WELLINGTON
National Advertising Manager
KFAR Fairbanks, Alaska

KLONDIKE PETE pulls his dog team to a halt in front of the Red Dog Saloon. Forty days by dog team from Nome, but now he can have a drink. Pushing his way through twenty-foot snowdrifts, he enters the Red Dog—where he pauses to read the latest news on the wall beside the bar. A newspaper from the States—only two months old! Pulling his forty-five he takes a casual shot at a stranger and moves on to the bar.

Any similarity between the foregoing and (1) the Hollywood version of Alaska; (2) the standard book on Alaska; or (3) many an advertiser's and/or agency's impression of Alaska is *not* purely coincidental.

Pete Drives a Packard

Now let's take a second look:—Klondike Pete turns on the radio as he roars along towards Fairbanks in his three-place cabin job. Five hours out of Nome, it is good to hear the latest weather report from KFAR Fairbanks. On landing, Klondike Pete steps into his Packard, turns on the car heater and thinks of a martini at the Golden Room, as he heads into town. There, that's more like it.

Sellers of Alaskan radio time have long had one major sales problem on their hands; namely, to destroy illusions among many "Stateside" buyers of radio time that Alaska is buried under forty feet of snow the year around; is a remote and isolated land of igloos, Northern Lights and infrequent explorers; and that the inhabitants go around chewing pemmican and fishing through holes in the ice.

Don't laugh.

As a seller of radio time on Alaska's largest station, KFAR in Fairbanks, I have often, in visiting agencies here in the States, sensed a feeling of disappointment that I am not dressed in a parka and travelling by dog team. This lack of comprehension of the real Alaska is easily understandable and wholly forgivable. For years Hollywood has given theatre audiences mental pneumonia with its film versions of the "Frozen North." Authors have dwelt at great lengths on those hardy denizens of the North who brave the howling blizzards from the rear end of a dog-sled to rescue Nell from the clutches of Scarface Ike, the scourge of the Yukon.

See what I mean? It takes a lot of selling to "unsell" these impressions which have been so long fixed in many minds. Granted, some parts of Alaska have snow and blizzards in the wintertime—so do many sections of the States. Alaskans use dog teams—they also do more flying per capita than any other group of civilians on the face of the earth. So take the harness off your sled dogs, pardner, step into a brand-new DC-3, and let's take a look at Alaska as a grand market for everything from chewing gum to bulldozers.

Alaskan Exports

First of all, Alaska produces three basic commodities—fish, fur and gold. These three items comprise the bulk of Alaska's exports to the Outside. But *what* items! Some of the world's greatest salmon catches are made in Alaskan waters—canned and packed in Alaska, then shipped to the States. Chances are that the tasty canned salmon you ate last night came from Alaska. Your wife's fur coat may have been lately wrapped around a live Alaskan mink. And a whale of a lot of the gold buried at Fort Knox used to be buried in Alaska.

The catching of salmon, the digging of gold, the trapping of furs are big business—they provide the life's blood for thousands of other supporting businesses throughout Alaska—and they provide Alaskans with a per capita buying power estimated at three to five times that of the average U. S. consumer.

Interesting? It ought to fascinate any U. S. manufacturer of consumer goods, because Alaskans produce very little for their own use. Alaska produces a few farm and dairy products, fish, a little meat, but not enough to begin to supply the Alaska demand. From there on in, practically everything Alaskans need and use is imported from the States. Canned and processed foods, meat and evaporated milk are imported in huge quantities. The same can be said for clothing, shoes, building materials, electrical appliances, automobiles, heavy machinery, beverages in great quantities of all types—and on and on and on. Anyone interested in a detailed summary of these imports can obtain the full facts from the U. S. Dept. of Commerce.

Alaska is growing and developing with remarkable rapidity, but present facts tell only a partial story, and often today's statistics are tomorrow's memories. Alaska was enjoying a far better than normal growth even before the war and the war itself has given Alaska a tremendous boost forward. New and improved ports and port facilities; improved rail service; new and modern highways; tremendous airfields and military installations; all these have resulted from the activities of the Army and Navy during the war.

A large percentage of these installations are permanent, as Alaska has assumed great military importance, and prominence as the strategic air route to the Orient and Europe. Then too, the war has brought Alaska into the front yard of the United States proper. Just for example, you can now drive from your home town to Fairbanks, over the new Alcan highway. Permission is necessary now, but soon John Doe will *drive* up to Alaska for business or for pleasure. Also, you can now pick up the telephone on your desk, phone your business associate in many parts of Alaska and do it quickly and economically. You can fly from Seattle to Fairbanks on luxurious planes—leaving Seattle twice daily and arriving in Fairbanks just nine hours later. The *Far* North? Well, not any more.

The Alaskan consumer has a number of outstanding characteristics which set him apart from the average U. S. consumer. In the first place he has terrific purchasing power and cares much more for quality than he does for price. Alaskans insist on high quality merchandise because they can afford it and because their merchandise has to last and to stand up under Alaska's somewhat rougher demands. Thus Alaskans are ready buyers of fine wrist watches, top quality clothing, the best makes of automobiles with all the trimmings, and you can go on from there.

Purchasing Power

Curiously, Alaskans are not a good market for "free offers." Their ability to buy leaves them cold to the majority of "box top" deals. Illustrating this, a U. S. milling company on its Alaska radio program offered a free package of one of its products with each purchase of any of its other lines. Result—very few returns on the free offer, but at the same time the grocers' shelves were swept clean of the same product which was being offered free on the air.

They did not want it for nothing—they went out and bought it.

Take the foregoing ingredient—namely, an eager buying public with high purchasing power, add to it the fact that these same Alaskans constitute one of the most enthusiastic radio audiences to be found anywhere in the world, mix well and your result should be a delight to most manufacturers of consumer goods.

Commercial Stations

Alaska has four commercial radio stations—located in Fairbanks, Anchorage, Juneau and Ketchikan. These four radio stations provide almost all the radio programs available to Alaskans. Day in and day out, the year around, Alaskans tune to their own stations for news, entertainment and often their only contact with the outside. It is conservatively estimated that better than 90% of the people in Alaska have a radio set in their home or living quarters. Actually, if a door-to-door survey could be taken it would be very difficult to find anyone who does not have a radio of his own or immediate access to one. Many have more than one and their radios very often have to make up for the lack of movies, night clubs or other forms of outside entertainment.

MR. WELLINGTON

Local programming has become a fine art on these Alaskan stations as they are non-network for geographical reasons, and they must constantly supply good local shows. On the other hand, these same Alaska stations constantly broadcast special events and other types of public service shows picked up via shortwave from various outlets in the States. Regular news schedules are carired by all stations and this news is up-to-the-minute, coming in by teletype from the press associations. Excellent programming, the latest news, special events, plus a great deal of public service broadcasting throughout the Territory insures an advertiser of an exceedingly eager and enthusiastic audience.

Manufacturers and advertising agencies looking for new post-war markets will do well to take a long, thorough look at America's fastest growing territory. A product solidly established in Alaska at this time will have the double advantage of a fine immediate market plus the opportunity to grow in sales volume as Alaska grows, and already Alaska is anything but a country cousin.

A well-known Alaskan business executive and old-time Sourdough, recently in the States on a business trip, was heard to remark, "Down here things are too dead to skin." So saying, he boarded the next plane for Alaska—one of the most progressive and probably least understood sections of the North American Continent.

At Deadline . . .

SAN FRANCISCO AWAKENS

RADIO COLUMN famine in San Francisco newspapers, of many years duration, ends Sept. 1 when Paul Smith's *Chronicle* comes out with radio news department. Paul Speagle, of paper's staff, will edit daily column and Sunday spread. No hint if other papers will follow *Chronicle*, but if they do it will be first time since 1938 city's newspaper readers have had complete radio coverage.

LAWRENCE TO DIRECT WCOP

CRAIG LAWRENCE, since 1944 executive vice-president of WCOP Boston and WHOM New York, both owned by Cowles Broadcasting Co., will move to Boston, assume direct management of WCOP.

A. N. Armstrong Jr., present station manager, will continue with WCOP in charge of sales. Mr. Lawrence's move to Boston is result of sale of WHOM to Il Progresso Italo-Americano Publishing Co., subject to FCC approval. Mr. Lawrence had made headquarters at WHOM.

Closed Circuit

(*Continued from page 4*)

agenda. FM panel on opening day of meeting fails to include Prof. Edwin Armstrong, they cite. At least one has formalized his distress in letter to NAB President Miller.

IN WAKE of NAB board action [BROADCASTING, Aug. 12] authorizing tightening up of Code of Ethics or Standards of Practice, drug and cosmetic manufacturers are watching developments. Now responsible for nearly 30% of overall radio volume, proprietary and cosmetic manufacturers generally would like to see strong code but want it applied equitably and equally to all accounts in their field.

REPORT OF Parliamentary Radio Committee at Ottawa with recommendations expected before end of August. Generally expected that with Government party having a majority on the Committee and CCF (Socialist party) members likely to vote with Government, Committee will recommend CBC be allowed to take over three clear channels of CFRB Toronto (860 kc), CFCN Calgary (1010 kc), and CKY Winnipeg (990 kc). Also expected Committee will recommend that Parliament loan CBC money necessary to build three new 50 kw stations and go ahead with other expansion plans [BROADCASTING, Aug. 12].

IF YOU'RE wondering about affiliations of G. A. Richards' stations WJR Detroit and WGAR Cleveland, they'll continue as CBS outlets for next two years anyway. Mr. Richards and Herbert V. Akerberg, CBS station relations vice president, renewed existing contracts last week for two-year period from Sept. 30.

UNDERSTOOD that Biow Co. will early this week sign MCA package *Lights Out* to start on CBS, Monday nights, 10:30-11 p.m. around Sept. 2 for Eversharp Inc.

TED GAMBLE SEEKS 810 KC, 25-50 KW IN DENVER

GROUP of civic leaders, including Ted R. Gamble, former National Director, War Finance Division, Treasury Dept., and Frank H. Ricketson Jr., president Fox Intermountain Theatres, board member National War Fund and American Cancer Society, filed application Friday for new Denver station on 810 kc, with 50 kw day, 25 kw night. J. Elroy McCaw, 50% owner KELA Centralia, Wash., and 45% KPOA Honolulu, is president-treasurer and proposed general manager of Denver Broadcasting Corp., applicant. Other stockholders are Henry Van Schaack, Denver realtor and banker, and Ray Selig, Denver, assistant to Mr. Ricketson. Now on 810 kc are WGY Schenectady (50 kw), KGO San Francisco (holding CP for 50 kw, now using 7½ kw) and KCMO Kansas City, which holds CP to move to channel with 50 kw day and 10 kw night. Construction cost estimated: $186,250.

CAPITAL COMMENTARY DISCS

NEW WASHINGTON news commentary shortly to be offered on transcribed syndicated basis being developed with Roscoe Drummond, chief Washington Bureau, *Christian Science Monitor*, and Nathan Robertson, former Washington correspondent for *PM*, now associate editor of *New Republic* and editorial writer for *Washington Post*. WINX Washington, owned by *Post*, producing program with audience participation tiein.

PORTER FATHER ILL

INTERSTATE Commerce Commissioner Claude R. Porter, 74, became ill at work and reported critical at Washington hospital. Associates attributed attack to shock following death of son, George Boutin Porter, Washington radio attorney and former assistant general counsel of FCC. (See obituary, page 16.)

WAGONVOORD WITH ASHBACK

FRED W. WAGONVOORD, former sales manager of WJIM Lansing, joined WKBZ Muskegon as sales manager. Duties also cover supervision of sales of WKLA Ludington, Mich., sister station under ownership of Grant F. Ashbacker. Mr. Wagonvoord and Leonard A. Anderson, general manager, acquiring stock interest in Ashbacker Radio Corp., Mr. Ashbacker announced.

LEO RICKETTS, general manager of KFKB Sacramento, in Hollywood for week discussing fall plans with AVC officials.

VOTER APPEAL

AFTER W. H. Gaedke, secretary of Board of Election Commissioners, Milwaukee, predicted only 25% of registered voters would go to polls in primary Aug. 13, WTMJ launched barrage of 10-word spots urging citizens to cast ballots, followed with series of one-minute speeches by prominent persons. Actual vote was 37½% of registration, drawing letter of commendation for WTMJ from Mr. Gaedke.

People

EDWARD M. KIRBY, public relations counsellor, named by British Government to receive Order of the British Empire for wartime liaison work while SHAEF radio chief.

FLOYD M. KALBER is named farm editor of KGFW Kearney, Neb.

PETE WATTS, in Southern California radio for past 14 years, joined sales staff of KXOA Sacramento, Calif.

JAMES LAWRENCE FLY, radio attorney and former FCC chairman, featured on ABC's *To Live in Peace* Aug. 17 as member of American Civil Liberties Union board.

FCC Commissioner E. K. JETT and Mrs. Jett became grandparents for fourth time Friday with birth of daughter to Mrs. John Boothe Jr. at Garfield Hospital, Washington. Father, Army Captain Boothe, is on duty with General Staff at Pentagon.

G. A. RICHARDS, president and majority stockholder of KMPC Hollywood, WJR Detroit and WGAR Cleveland, to travel from Hollywood to Detroit with ROBERT O. REYNOLDS, vice president and general manager of KMPC, to attend management meeting of three stations.

GEORGE BISHOP, salesman for H. N. Stovin & Co., Toronto, station representatives, replacing Magnus Thor who joined commercial staff CKY Winnipeg.

DON McNAMARA, former program director of KFI Los Angeles, joined Howard Hughes radio organization as assistant to Henry M. Crossland, general manager of television operations.

RICHARD GARNER, account executive for ABC Central Division, Chicago, resigns to become member of sales staff for Macfadden Publications, Chicago.

GEORGE CLARK, with Mutual sales Chicago for past two years, resigned to become account executive specializing in radio at Grant Adv., Chicago.

GEORGE CARSON PUTNAM, Mutual newscaster and former Marine, has received second letter of commendation from Gen. A. A. Vandergrift, Marine Corps commandant, for service as Marine liaison officer with Armed Forces Radio Service.

ARBITRATION OFFER REJECTED

A. WARREN NORTON, president of Press Wireless, late Thursday night offered to submit to arbitration issue of whether American Communications Assn. (CIO) violated contract by striking. If arbitrators ruled no violation, Press Wireless would take back 46 workers laid off, Mr. Norton said. Late Friday union refused to accept offer. (See earlier story, page 17.)

CHINA TO BEAM NEWS HERE

CENTRAL NEWS AGENCY of China announced it will broadcast news in English to America and Europe daily from Nanking, starting Aug. 21. Transmissions will be from 8:35 to 9:10 a.m. (EST) on Stations XGS-2 at 16,050 kc and XNT-2 at 10,700 kc.

Phil Evans is a graduate of the University of Illinois, majoring in Economics and Animal Husbandry

He Practices What He Preaches...

No arm-chair farmer is Phil Evans. Having farmed the middlewest for close to a score of years, he knows at first hand the soil, climate, weather and seasons; crop and livestock hazards; every difficulty the farmer must face.

Before coming to KMBC in 1939 as director of farm service, he was N. B. C.'s agricultural commentator for the Goodyear Tire & Rubber Company. Chicago farm listeners remember him well for his commentaries on WLS and other stations. Because he has met with and talked to farm groups in virtually every state, Phil has perhaps more personal friends among farmers than any other broadcaster in the country.

His word is gospel in the *Heart of America*. Three-times-a-day farmcasts direct from *KMBC Service Farms* have entrenched him in the minds of that 49% of the population that is rural—as a *Voice of Authority in Agriculture.*

KMBC

OF KANSAS CITY

On KMBC you get PLUS Service of PERPETUAL proMOTION

Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS